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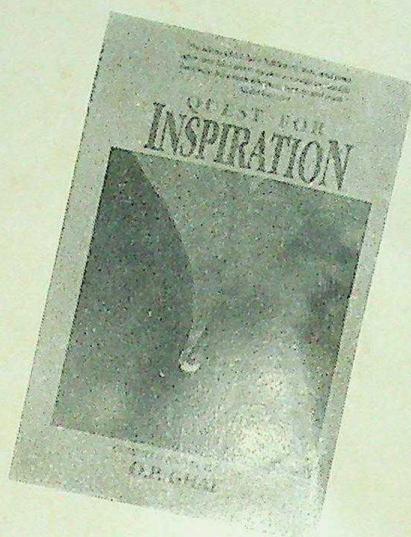
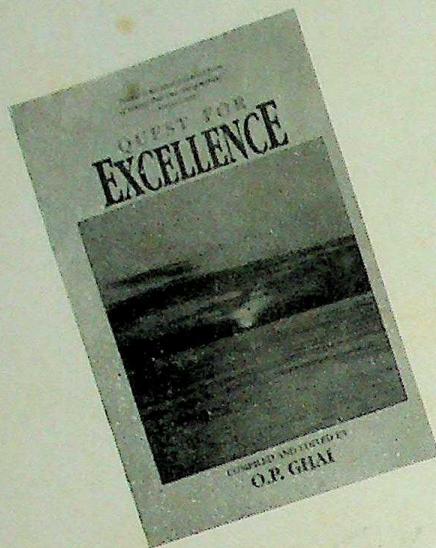
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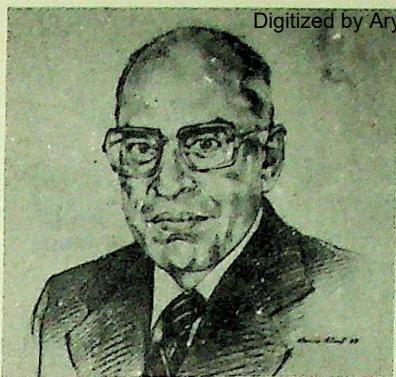
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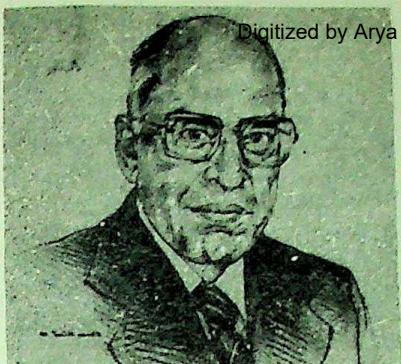
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PRESS RELEASE**FIP TO HOST INTERNATIONAL PUBLISHERS ASSOCIATION CONGRESS
D.N. MALHOTRA ELECTED PRESIDENT OF FIP**

The Federation of Indian Publishers at its Annual General Meeting held at India International Centre elected Shri D.N. Malhotra, a veteran publisher, as its new president.

Shri D.N. Malhotra is well known in the publishing circle and is recipient of the UNESCO's International Book Award. He is an expert in Copyright both nationally and internationally. He is known as the pioneer of paperbacks and also known as UNESCO'S Book Consultant in the entire developing world.

The Federation of Indian Publishers has assumed great responsibility as it will be hosting the next International Publishers Congress in New Delhi in 1992 (Jan.27 - Feb.1). Preparations are ahead and about 1500 leading publishers from all over the world are expected to participate in the Congress. This will be the first time that India will host an international meet where subjects like encouragement of publishing in developing countries, compulsory licensing of copyright of much needed foreign books under the provisions of the Paris Convention of 1971, author-publisher relationship and encouragement of the book-reading habit will be some of the important subjects for discussion in the Congress.

Shri Malhotra declared that he would like to inculcate a spirit of dedication amongst the Indian publishers and make them participate in the national mainstream for bringing about social changes. He also deprecated the scourge of piracy which is raising its ugly head and eating into the remuneration of authors and publishers. He advocated that just like a Special Piracy Cell in the Delhi Police Commissioner's office, similar cells should be created in all the metropolitan cities of India. He appealed to the Government to help Indian publishing industry by putting into operation the recommendations of the National Book Policy which was prepared at great length and expense.

The other office bearers who have been elected to the Federation's various offices are:

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Editorial

BOOKS AND THE BUDGET

The increase in postal rates provided for in the National Front Government's first budget has come as a big blow to the publishing industry. Followed as it did a steep rise in railway freight a week earlier, the budget has caused widespread concern. Books will now cost more to reach the reading community for whom they are published, particularly those residing in rural areas. Book prices have been rising constantly during the past few years due to the higher costs of paper, printing and ink, among other inputs. The additional postal and railway tariff will now put them beyond the reach of a much larger segment of society.

The publishers' case for lowering postal charges seems to have gone by default. But for making representations to the government here and there, they did little to mobilise public opinion in their favour in the months before the presentation of the budget. No concerted effort was made to influence educationists, writers and others most concerned with the availability of books at reasonable prices to raise their voice. The result is that the publishers will be forced to raise book prices, bring out fewer titles and cut down their print-runs, causing a further setback to the industry which has been losing ground in world publishing. Efforts to promote books through book fairs,

co-publishing and other means cannot go far as long as availability of books at prices most readers can afford is not ensured.

The higher postal rates will adversely affect not only the publishers who will have no option but to curtail the number and copies of titles they bring out, but also authors, whose manuscripts may not see the light of day for much longer periods than now. Creative writing, which is not syllabus oriented, will be particularly hard hit. Exports may also suffer in the face of competition from other developing countries where there are fewer constraints on publishing. The greatest loss, however, will be caused to India's literacy drive in this International Year of Literacy (IYL). The target year for the achievement of universalisation of literacy may have to be advanced. This could have a damaging effect on the country's efforts at all-round development. These considerations seem to have escaped the notice of the framers of the budget. They should have treated the matter on the same footing as provision of essential commodities at cheaper prices. Publication of books, which means education of the masses, is much more than an essential "commodity". It is the very life-breath of a country.

R.K.

Book Distribution: The Afro-Asian Scene

C. M. CHAWLA*

A book does not fulfill its purpose until it is read, and to be read it must reach the reader. The process of moving a book from the publisher to the reader is referred to as distribution. It is an intricate process involving both the shaping and the creation of a book and getting it across to the reader. Since each book is different from the other—a unique creation by a distinct individual—one cannot guarantee that the buyer will remain a steady customer of the publisher. Distribution is thus hampered by the intricacies of the consumer's demand forcing the publisher sometimes to produce books in uneconomically small quantities, and by the fact that distribution outlets are located mainly in urban areas.

With the proclamation of 1990 as the International Literacy Year (ILY) the significance of book distribution has assumed larger dimensions. An effective distribution process should also promote UNESCO's role among the Afro-Asian community to combat illiteracy and enable the people to meet the demands of living and work. This calls for a well-knit, cooperative mechanism for promotion of books and their distribution.

This paper seeks to highlight the standard marketing channels and ways and means of bridging information gaps, trade practices and barriers in the free flow of literature at the continental level. Finally, an endeavour is made to identify the areas of cooperation between the Afro-Asian countries for an effective distribution of their books.

With its almost 900 universities and over 1100 research institutions, numerous post-graduate colleges, industrial units investing in research

and development and intellectuals, the Afro-Asian region should provide us with ample opportunities to reduce our dependence on works emanating from the developed countries.

Market Potential

While English is the language widely prevalent in both the continents, the contribution of books in French, Arabic, Chinese, Tamil, Urdu and Bengali and other languages cannot be ignored in the field of inter-regional and intra-regional cooperation. English is the most widely used language not only for inter-communication among the developing countries but also as a medium of instruction at post-graduate and research levels. Therefore, English language publishers in India, Pakistan, Nigeria, Ghana, Kenya, Uganda, Tanzania, Malaysia and Singapore have a tremendous opportunity for development of their export business. Books produced in French-speaking West African countries can be used in Mauritius, the Seychelles, Madagascar, Morocco, Algeria, Tunisia, Malagasy and other countries where French is used alongwith one or more other languages. Arabic books from Lebanon, Egypt and other Arab publishing centres have a potential market in the entire Islamic world and other countries wherever Arabic is taught as one of the languages.

Similarly, books in the Chinese language have an export potential not only in China, Hongkong, Taiwan, Malaysia, Singapore, Thailand and Vietnam, but also in other countries where there are large concentrations of Chinese-speaking people. Likewise, Urdu, being the language of

millions of people in India, has considerable trade potential between India and Pakistan. Bengali books have an export demand in India and Bangladesh. In the same way, Tamil books have a sizeable demand in Sri Lanka and Singapore, besides India.

The distribution network has, as its mainstay, textbooks general books, scholarly books, children's books, reference books in the humanities and social sciences, and science and technology books. The buyers are booksellers, wholesalers, libraries, students and professionals.

In Third World countries, where populations are primarily rural and widely dispersed, prospective book buyers are difficult to reach. Even when they are accessible, their priorities consist of basic needs: food, clothing, and health. Books are not an essential item in the family budget. So the distribution process is not smooth. Illiteracy, large rural populations living away from publishing centres, lack of professional know-how, transportation and postal bottlenecks, government competition and low print-runs of titles make the distributor's task more challenging. Poor storage facilities that expose book stocks to physical damage and pilferage and inadequate trade outlets further impede the distribution process.

Promotional Avenues

Since what is not sought will not be bought, creation of demand through promotion is a pre-requisite for effective book distribution. The publisher's principal marketing concerns are customers and distribution channels. Among the various types of customers a publisher has to

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deal with are schools, colleges, libraries, institutions, industrial units and government departments. The distribution channels are wholesalers, booksellers, mass market outlets, book clubs, mobile bookshops and home libraries. The publisher's tools for catering to the requirements of customers and distribution channels are direct mailing, advertising and book reviews in academic journals and national dailies, book clubs, exhibitions, book fairs, cultural festivals, and lectures by authors at specially convened seminars. Each of these is significant.

However, one common approach is the designing, preparation and mailing of publicity material. This can be in the form of brochures, dust-covers, subject-wise catalogues, newsletters, bulletins, reviews and advertisements. Connected with this is the need to prepare subject-wise mailing lists for both the trade and the institutions. Readers mostly come to know about new books from advertisements and reviews. So, direct mailing or the creation of distribution channels can better accelerate the process of distribution. The association of ISBN numbers has increasingly become useful with computers becoming part of the information system. Above all, reviews act as a useful tool for disseminating detailed information and thus evoke interest on a large scale.

Bibliographical Tools

In the realm of textbooks, we need to adopt a different approach. Providing specimen copies to key persons involved in recommendation of books, constant follow-up action and inviting teachers to specially convened seminars can be helpful. Involving parents-teachers' associations in the promotion of children's books and other comprehensive material outside the syllabi should produce good results.

Books in Print brought out in UK,

USA, India and Africa have been quite useful bibliographical tools for research scholars, information scientists and the book trade. They have also acted as a promotional medium for publications emanating from India. This should encourage further efforts in the Afro-Asian region, at least for English language books.

Book exhibitions have become a vital aspect of the book distribution business the world over. Book fairs provide an opportunity to the readers to see and evaluate books of their choice from the point of view of content and subject matter. This medium is used by the publishers, the wholesalers and the booksellers alike. It calls for consultative groups of the publishing industry, promotional and educational bodies and the government to co-ordinate the all-round activities of education and literacy missions. Consultative groups can chalk out a regular time-table of book promotion activities and see that all possible sources are developed for a reading culture where books will be given preference over the mass media. Opening of libraries in every nook and corner of the country and inculcation of the reading habit among children can be promoted by such consultative groups. Book fairs at the international level have assumed a still wider dimension. Each fair has become a forum for all those involved in writing, publishing, printing, binding and distribution of books to interact and comprehend the latest trends in the field. They should be viewed not from the viewpoint of transaction of sales but mainly from that of generating interest and all-round development of the book industry.

Field promotion through representatives visiting the trade and institutions further strengthens the entire gamut of activities in book promotion and book distribution. The role of representatives does not conflict with that associated with

publishers, wholesalers and booksellers. Rather, they are complementary and serve the promotional process. Participation in book exhibitions, book fairs, conferences, symposia and visits to institutions and the trade should assist us in market research.

Market Research

Since each book acts as a separate commodity addressed to a distinct segment of readers, we need to have a separate Market Research Cell, continuously on the lookout for phenomena, events and ideas for the promotion of titles in various disciplines. Market research essentially involves determination of the needs and interests of the customers. This kind of cell in a publishing house should help in bringing out books in demand by enlisting the support of potential authors.

Such a cell is more important in the international trade where it can prepare and update the market profiles for each country separately. The overseas representative is to be fed with data and information about the extent and type of market, on the one hand, and the steps he should take to overcome irritants, if any, on the other. Though such a cell is of great help for textbook adoption, its importance for general books cannot be underestimated. Above all, the Market Research Cell should compile profiles of each country, providing information about its educational needs, licensing system, foreign exchange regulations, distribution and procurement system and the government's policy on books.

Although production unit costs could be kept low with larger print-runs, distribution problems limit them, resulting in high printing and distribution costs. Distribution in Asia is generally handled by wholesalers, retail bookshops, book clubs, village bazars, stalls at railway stations, airports, hospitals, places of tourist attraction, and, in a few instances, by

kiosks, newspaper stands and supermarkets. Libraries are responsible for the lending form of distribution. But above all, it is difficult to achieve any real breakthrough in book distribution without wholesale distribution agencies. They can act as a catalyst in the movement of books to every corner of a country. In Asia, the system of wholesaling has acted as a tonic to the chain of retail book-selling.

In Africa, even though the book industry is well organised, the channel of distribution is yet to pick up the desired momentum. The publication of national bibliographies, or their equivalent in Botswana, Ethiopia, Ghana, the Ivory Coast, Madagascar, Malawi, Mauritius, Nigeria, Senegal, Sierra Leone and South Africa are no doubt helpful in book promotion. The publication of *African Books in Print* since 1975, *International African Bibliography*, and *African Book Publishing Record* are welcome features towards promotion of books but such publications have yet to make much headway in the distribution channel. In Africa, efficient sales and distribution systems are rarely available within the countries. As a result, the African share of the world book market is still very small. The growing nucleus of African authors, publishers and booksellers needs the support of a well-planned channel of distribution not only from their own countries but from the Afro-Asian continents as a whole. This calls for inter-regional and intra-regional cooperation in book distribution.

Since promotion and distribution are cumbersome and continuous processes involving penetration of markets it is better to go in for a consortium of Afro-Asian publishers, separately for each continent. Again, since the African continent is too vast to be covered from a single centre, this can be done from three centres: Eastern Africa from Kenya, Western Africa from Nigeria and Arab Africa either from Egypt or from Jeddah.

Similarly, the Asian market can be approached either from India or from Singapore. The consortia, in turn, can be interlinked by the Afro-Asian Publishers Association.

The Bottlenecks

All said and done, a particularly striking obstacle to the free flow of literature in Afro-Asian countries can be traced to the barriers imposed by some governments in one form or another. Sometimes there is a customs problem, sometimes the repatriation of sales proceeds collected at book fairs is abnormally delayed or refused by the bureaucrats for one reason or another. To add to this is the trouble caused by the system of import licences and the difficulty of securing foreign exchange, the levying of import duties, other taxes and differences in exchange rates leading to increased selling prices. The costs of shipment and insurance, the difficulty in collecting money from foreign importers, and the extraordinary delay between the retailer's orders and the receipt of books are some other problems.

Connected with the import of books in African countries is the hardline inspection system which insists on the production of a "Clean Report" alongwith the shipping documents. This is demanded in spite of the fact that the prices in many cases are printed on the books. This process not only adds to costs but also delays shipments.

Repatriation of money from African countries, particularly from Nigeria, Zambia, Tanzania, Uganda and Ghana, is a difficult job. There are cases where importers deposited the amount as far back as 1981, and we have their 'M' form with us, but the bank has still not repatriated the dues. The exporting governments should perhaps offer "Line of Credit" to the importing countries for educational aid to ensure uninterrupted export of books.

Pirated editions being brought out

almost in every country constitute an irritant and a big blow to creative publishing. Popular books are reprinted without licence, either with the original publisher's imprint or that of the reprinting publisher. Another form of copyright violation is the substitution of the author's name to give a book the semblance of an original work. Such unauthorised publications have to be checked at the government level.

Scarcity of paper in some countries is yet another constraint on the production of creative works. This is one of the factors accounting for the high cost of books. At the same time, paper is available in ample quantities at other places. Coordinated efforts can help in bringing out good works at affordable prices. Co-publication and co-distribution can be other means.

Yet another hindrance to the free flow of literature is the high postal and freight rates. Since books everywhere constitute an essential item of education as well as information for a civilized society, special rates for books should be introduced everywhere.

These handicaps inhibit the information, cultural and educational links between nations, which are vital for promoting international understanding and durable peace. Let every government lay down specific norms for the import-export of books as well as the repatriation of sales proceeds. Import of essential books should be allowed under the Open General Licence. Imports should be restricted only when books are considered obscene or when they are harmful to the national interest. In the same way, the sales proceeds collected at book fairs should be allowed to be repatriated through the embassies of the exporting countries. Again, to ensure availability of imported books at reasonable prices, every country may have a committee of representatives from the trade, institutions and government on the pattern of the Good Offices Committee in India to

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regulate the book trade. The committee can periodically review and fix the exchange rates and take steps for the effective functioning of the trade.

Aid from governments for the distribution of books can help us in reaching the far-off corners of a country and the world. The absence of such support has resulted in vital sections of humanity being deprived of an educational and informational base. Governments may be requested to mobilise special resources for fostering the reading habit and for book distribution in areas where making books available has been found to be uneconomical. Ikra in Pakistan could be a model for this purpose.

Areas of Co-operation

In a situation where foreign exchange is scarce, and soaring prices have curtailed the people's buying capacity, dependence on the Western world for the supply of literature needs to be reduced and alternative sources considered. This is particularly important at a time when we are poised for the universalisation of education, both to combat illiteracy and to cope with the demands of living and work. Today co-operation between the Afro-Asian nations is urgently called for. This will reduce their dependence on the Western world. The titles emanating from the Western world are decidedly costly. Moreover, the treatment of subjects in Asian books is more in tune with the aspirations of the developing world, and should ensure better comprehension by Afro-Asian students and research scholars. We can, therefore, depend on each other in the following fields for the promotion and distribution of our books:

1. Bringing together under one umbrella persons and firms engaged in book distribution in Afro-Asian countries through the formation of consortia, separately for Africa and Asia with a common link;

2. Conducting studies, disseminating information, holding meetings, conferences and educational programmes for the enlightenment and improvement of the members of the consortia;
3. Promoting professional competence, overcoming obstacles and avoiding unfair trade practices by exchange of delegations of publishers and book-distributors;
4. Fostering communication and cooperation among publishers, wholesalers, retailers and others engaged in the book distribution process through the publication of an Afro-Asian Journal of Book Industry, which should also facilitate the collection and dissemination of information about the events, phenomena, conferences and symposia conducive to the absorption of books of various disciplines;

Compiling Information

5. Collecting, compiling and disseminating information about new titles and back-titles;
6. Drawing up a time-table on a periodical basis for the exposure of new titles to the reading public by organising book exhibitions;
7. Identifying and overcoming obstacles to the free flow of literature through the establishment, maintenance and improvement of favourable trade conditions and thus supporting the interests of those engaged in book distribution;
8. Exchanging cultural programmes and expert study groups for promotional avenues, peculiar to the need of each country separately;
9. Exploring ways and means of producing, promoting and distributing titles of mass consumption; and
10. Exploring ways and means of repatriating the sales proceeds

collected at exhibitions, book fairs and in the normal course.

The proposed centres for the distribution of Afro-Asian books in Kenya, Nigeria, Egypt, Jeddah, India and Singapore, described earlier, can be modelled on the pattern of activities being carried on by wholesalers with a network of distribution. Such a centre will have two-fold activities: collection of information about books from the publishers around the centre, and dissemination of such information and distribution of books through various channels as well as field representatives. For effective handling of such activities the centre can be provided with a modern communication network.

In the final analysis, the metamorphosis created by cultural, political, economic, scientific and technological forces calls for interaction between the peoples of Afro-Asian countries. The tremendous advance in communication technology, educational needs and information explosion underline the importance of such an approach. With the likely emergence of more educational institutions, libraries, intellectuals and professionals, and the growing demand for books, we have to find out ways and means for their effective distribution. The answer lies in a common strategy to identify and work out promotional and distributional avenues, on the one hand, and tide over the many obstacles in the smooth operation of the trade, on the other.

Literature Must Lead Life

"Literature Must Lead Life" by Dr. Gopal Singh published in the March 1990 issue of *Indian Book Industry* was the text of a paper presented at the 10th Sital Primali Memorial Lecture organised by the Federation of Publishers and Booksellers Association in India during the New Delhi World Book Fair—Ed.

Publishing in Bangladesh and an Agenda for Afro-Asian Cooperation

MOHIUDDIN AHMED*

This paper aims to (1) give an overview of the publishing situation in Bangladesh, (2) draw points of similarity in publishing history and in the situation in Asia and Africa, (3) identify areas of cooperation amongst the publishers in the Afro-Asian region, and (4) suggest an Action Plan to follow.

It is perhaps true of all Asian countries that publishers are people who have grown up in the business of printing and selling books. Often, the publisher owns a printing press and a bookshop from where his main income is derived. The Bangladesh publisher is no different from his Asian counterparts. In Bangladesh, except for scholarly and academic books and some English textbooks for schools, all publishing is done in the national language — Bangla. Publishers of primary level books are merely printing contractors as the government is committed to supplying textbooks to 10.25 million school-children of up to Class V free of charge, involving about 50 million books.

Textbook publishing is the mainstay of some 1000 publishers, mainly concentrated in the capital, Dhaka. The fact that the Bangladesh Publishers and Booksellers Association is a 7000-member strong body of publishers and booksellers is indicative of the dominance of printers and wholesalers of the textbook trade. Most of them are unable to perceive the knowledge requirements of the country's population but are quick to perceive the gains to be made from a sound investment in the

otherwise controlled primary textbook market.

However, the government has allowed entry to the private sector in a part of the secondary textbook market, while the entire tertiary market remains open to it. Yet, only a handful of publishers subsist on publishing as their main business. The great majority of them work closely with the National Curriculum and Textbook Board (NCTB). It must be noted that unlike India, and most African countries, Bangladesh publishing began from scratch. The multinationals, such as OUP, Longmans, Heinemann, Macmillan and the like, were not around to give it a helping hand.

Bangladesh produces its own printing paper and newsprint. Its total printing paper production is 30,000 metric tons. Production of newsprint is 50,000 metric tons and of board

12,000 metric tons. About 12,000 metric tons of newsprint is exported annually. Interestingly, the paper mill which produces the best quality paper is in the private sector.

There are over 5,000 printing presses spread over four main divisions of the country. There are two printing ink manufacturing industries although some printing ink continues to be imported from India and Japan. It can thus be said that Bangladesh publishing has achieved a viable status and recently the members of the industry have been quite quick to switch on to the modern wonder of Desktop Publishing.

The chart below shows the size of the textbook market, lists the indicators affecting the growth of the publishing industry and illustrates the potential and possibilities of the industry as it stands now:

Table 1: Some Indicators of Book Publishing in Bangladesh

	1985	1986	1987
No. of primary schools	43588	43712	43992
No. of secondary schools	8649	8793	8983
No. of Madrashahs	3312	3439	4217
No. of colleges (general)	687	758	833
No. of medical colleges	10	10	10
No. of engineering colleges	4	4	4
No. of universities	6	6	7
<i>Students per Teacher:</i>			
Primary	54	58	60
Secondary	27	28	29
College	30	35	37
University	13	11	12

* The author is Managing Director of University Press Limited, Dhaka. He presented this paper at the Afro-Asian Publishing Conference held in New Delhi on February 18-20, 1990.

Table 2: Number of Students

	1985-86	1986-87
Primary schools (000)	10776	11263
Secondary schools (000)	2745	2962
Higher secondary schools		144612
Degree colleges		523261
Universities	35558	31066

Table 3: Number of Professional Colleges by Type and Number of Students and Teachers Therein

Type of institution	1985-86			1986-87		
	Colleges	Students	Teachers	Colleges	Students	Teachers
Medical	10	8056	793	10	8396	789
Engineering	4	1703	175	4	1720	175
Polytechnic	18	11881	909	18	14523	981
Law	28	6953	163	22	6953	163
Agriculture	2	798	91	2	859	94
Arts and Crafts	1	375	35	1	334	34
Home Economics	1	1200	—	1	1300	47
Institute of Social Welfare & Research	1	534	17	1	463	17

Source: (1) Bureau of Educational Information & Statistics, (2) BD Economic Survey.

Table 4: Number of Teachers Training Colleges and Institutions and Number of Students Therein

	Teachers' Training Colleges (secondary schools)			Teachers' Training Institutes (primary schools)		
	Colleges	Students		Institutions	Students	
		Male	Female		Male	Female
1985-86	10	—	—	3500	49	—
1986-87	10	—	—	3624	53	—

Source: 1. BANBEIS; 2. Bangladesh Economic Survey, Ministry of Finance.

Table 5: Number of Sanskrit and Pali Tols with Teachers and Students

Year	Tols	Pali			Sanskrit		
		Teachers	Students	(Pali)	Tols	Teachers	Students
1985-86	121	405	3307		98	405	1351
1986-87	121	405	3441		98	405	1337

Source: Bangladesh Sanskrit & Pali Education Board, Dhaka

I will now briefly deal with publishing in the public sector: publication of tertiary level textbooks, books for general reading, children's books, scientific, technical and scholarly books and translations.

The largest publishing house in the public sector is the Bangla Academy. Initially set up to undertake research in Bangla scholarly material and to translate suitable English textbooks in Bangla, the Academy now publishes about 150 books annually and the subjects covered are: textbooks, literature, folklore, biographies and general books.

The Islamic Foundation was set up to publish books on Islamic culture and heritage and to promote translation and publication of books on Islam. The Foundation has published over 300 titles during the last five years of its functioning. The Bangladesh Shishu Academy, established to take up programmes and projects to help develop and inculcate creativity amongst the children, has also set up a publication section. The Academy publishes about 25 children's books annually. Other public sector publishers involved in publishing academic and scholarly books include the Dhaka University (DU). The Asiatic Society of Bangladesh (ASB), The Bangladesh Academy for Rural Development (BARD), The National Institute of Local Government (NILG) and the Bangladesh Institute of Development Studies (BIDS). Some of these institutions on an average publish five books and over 25 reports annually.

Tertiary textbooks, books for general reading and children's books are published mostly by private publishers; 182 tertiary textbooks were published in 1988 by private publishers with an average print-run of 2,200 copies. The number of new children's books published in the private sector in 1988 was 202, with an average print-run of 2,200 copies. About 2,000 new titles were published in 1988 with varying print-

Table 6: Other Indicators of Publishing in Bangladesh

	1985	1986	1987
Total government revenue: expenditure on education (crore Tk.)	446	600	743
Total government development: expenditure on education (crore Tk.)	69	97	115
Total government expenditure on education (revenue and development) (crore Tk.)	515	697	858
Per capita total public expenditure on education (current Tk.)	51	69	82

Source: *Bangladesh Statistical Year Book*

runs in the category of books for general reading.

Books worth about 10 crore Taka (US \$30,34,901) are imported into Bangladesh annually. The bulk of the importation is done directly by the institutions of higher learning. The major importers in the public sector include the Dhaka University, the Public Administration Training Centre, the Bangladesh University of Engineering and Technology, the Islamic Centre for Technical and Vocational Research and the Bangladesh Agriculture Research Council.

Exports are small and the main countries to which books from Bangladesh have been exported are: India, Pakistan, Britain, the USA, Japan, Australia and West Germany. The major exporter of books from Bangladesh is the University Press Limited (UPL) in the private sector. Total exports so far have not exceeded 25 lakh Taka (about US \$77,225).

There is a National Book Centre which has been functioning quite effectively. The NBC is expected to take a bigger role in the future as the government is considering to make it into a National Book Development Council.

The Centre now organises regular mobile book exhibitions in the rural areas, workshops of three weeks duration for editors, writers, booksellers and publishers. The NBC has also taken up a programme of

training rural librarians and funding public libraries in the rural areas of the country.

Regional Cooperation

Co-publication, export and import of books between publishers in Bangladesh and India has been in progress for the last 12 years. To give it a formal shape, discussions were held between the publishers of India and Bangladesh. It is hoped that in the near future the Draft MOU, which is now being studied by the respective associations in both the countries, will receive approval. Publisher-to-publisher cooperation and business has been developing on sound lines. Understandably, the flow of books has been rather lopsided.

Bengal, hence India, nurtured a tradition of oral transmission of knowledge before printing and publishing came to this region. Bengal in fact pioneered the cultural reawakening in India. Printing and publishing were first introduced by the Christian Missionaries in Bengal. The introduction of English and modern education by the colonial rulers in the early nineteenth century in the Asian countries gave a new impetus to their cultural regeneration. The English education system and textbook-oriented learning were also accepted by the people. Although initially English textbooks were imported into Asian countries, British-owned publishers, such as OUP, Macmillan and Longmans,

soon set up branches to reprint the books and help write afresh suitable books by native authors. These publishers employed and trained local staff in publishing skills. By the time Asian colonies achieved independence from colonial rule, indigenous publishing was able to succeed the multinationals whose activities saw a progressive decline. But due to lack of adequate capital for investment on the part of private indigenous enterprises, publishing went into the hands of public sector organisations. This also suited the policies of the nationalist leaders of the newly independent states. As a result, the dominance of the public sector publishing has not ceased to grow. In countries like India, Pakistan and Bangladesh the private publishers have had to learn to live alongside the public sector publishing.

The following are some of the points of similarity in the publishing situation of Asia and Africa:

1. Most of Asia and Africa came under the influence of colonial rule.
2. In both the continents the system of modern education was developed by the respective colonial powers.
3. In both Asia and Africa Christian Missionaries played an important role in introducing modern education and printing books and, in some cases, helped develop scripts for indigenous languages.
4. Because of the differences in languages of the countries in Asia and Africa a foreign *lingua franca*, particularly English, became the medium of instruction for higher education and came to be accepted as the language for communicating between states.
5. In the development of curricula at all levels of education in the countries of Asia and Africa there has been a tendency to adopt and follow the model of

western education. It is true that many experts, particularly in English language teaching, were either fully responsible for or closely associated with syllabus building in all the Asian and African countries. Therefore, the influence of British books for English language teaching has been obvious. Also, in the higher levels of learning, where English was the sole medium of instruction, the syllabus recommended and listed mostly British books.

6. Most of the Afro-Asian countries are characterised by low rates of literacy, absence of the reading habit, poor purchasing power and lack of an effective library network. Also, there is a great dearth of professional skills in printing, publishing, bookselling and distribution, authorship and translation.
7. Quite obviously, what followed was the dominance of state level publishing in most of the Afro-Asian countries. This has continued to discourage private initiatives. The result has been the absence of desired capital investment in private publishing, and thus a monopoly of public enterprises that are corrupt and mismanaged. The total outcome has been that in most of the countries the public enterprises have failed to make available the desired educational books and aids for their own populations. The question of exporting indigenous books within the region and even outside the region has remained a dream.

Areas of Cooperation

1. It is important that the third world countries share their experiences in education, science and research. This can best be achieved through a free flow of books and information
2. Among the Afro-Asian countries. If the state-run libraries and national libraries in the Afro-Asian countries acquire books published in the Afro-Asian regions on a priority basis, this would help the publishers of the region in the exchange of relevant knowledge and experience.

and for intra-regional flow of books would be a good basis for cooperation. This can be extended to the extra-regional flow of books also.

Action Plan

1. A secretariat may be set up consisting of leading publishers of the region. Also the governments concerned may have representatives in the secretariat.
2. The secretariat may consider appointing influential publishers in each member country to work as its representative towards the fulfilment of its aims and objectives.
3. Officials of the secretariat may be elected/nominated for a minimum term of two years.
4. Initially, a study group may be set up to examine and assess:
 - a. the present position regarding writing, production and distribution of books in the Afro-Asian region;
 - b. the possibilities of establishing an information sharing network amongst the Afro-Asian publishers;
 - c. the priority areas needing attending and how to meet these needs on a regional basis;
 - d. the funding possibilities for setting up and continuing the work of organisations like UNESCO, UNDP, UNCTAD and other agencies could be approached;
 - e. the access to western markets for Afro-Asian books;
 - f. the steps to be taken to protect copyright, etc.;
 - g. The study group's focus has to be towards augmenting educational resources of the countries in the region. Thus cooperation in publishing can become the first concrete step towards South-South cooperation.

Co-publishing with Indian Publishers

A seminar on co-publishing was held in New Delhi on February 15 during the 9th New Delhi World Book Fair. The seminar opened with a brief speech by Mr Gulab Vazirani, President, Federation of Indian Publishers, in which he pointed out that the need to discuss co-publishing afresh had arisen because India had made remarkable progress in recent years in the field of publishing. New technology and increasing expertise had made available titles that could compete favourably with those brought out in developed countries. In addition, there were several forces at work which contributed to the Indian publishers looking for new areas in the international market.

He pointed out that publishing was changing all over the world, that corporate upheavals had created contrasts in the direction of publishing. Nonetheless, there were still many publishers who were not guided by balance-sheets. All this, combined with the depth and range of Indian publishing in the twentieth century, made it necessary to look at the crucial area of co-publishing with a new interest and with new enterprise.

Mr Mohan Primplani, opening the discussion, pointed out that today the emphasis was on opening the window of the outside world on Indian publishing which had come a long way. He hoped that the seminar would cover a wide range of books, including those on the social sciences, science and technology, children's books and so on. His own company, he said, did a substantial amount of co-publishing and had been fairly successful in offering books to Western publishers who had found them acceptable. Ideally, the flow of books should be a two-way traffic although so far it had more or less been a one-way affair. Now, however, India had a vast amount of

material to offer both in English and in Indian languages.

He said there was need to understand what co-publishing actually meant. His company had some successful collaboration with France. They had translated French books into English and had them distributed in India. The advantage to France in this exercise was that its books could be made available in English in every part of the world. The procedure was that translations were done in India, and the final acceptable manuscript, after being looked at by the French, would go into production locally. It was envisaged that there would be considerable growth in this kind of joint working.

India's Advantage

Mr Asang Machwe said his company had done a considerable amount of co-publishing. In his view Indian publishers had three advantages over the Europeans: access to excellent intellectual capital, a large domestic market, and an ability to price the books to suit the pockets of 80 per cent of mankind living in the southern hemisphere. He said the time had come for co-publishing to become a mutual activity. In most seminars and discussions we had been talking about how we could take books from foreign publishers. They should now be speaking of how they could take books from us. Eventually, only those countries would succeed in good co-publishing whose publishers were willing to buy rights from us as well.

Mr Sudhir Malhotra said they had done a fair number of translations of French books into Hindi, and found that there were competent translators who could render French into Hindi. The only area in which translation could present a problem was creative writing. The major obstacle that they

had found was the cost of translation, although they had received help in this from the French Cultural Centre. He stressed that they would like to have more information about books that were available for reprint rights for the Indian market, both from France and elsewhere.

Mr O.P. Ghai said India had several advantages where co-publishing with the US was concerned. English was now an Indian language, the market was large and as print-runs increased there would be reduction in prices. Co-publishing could work in two ways: on a title-to-title basis or exclusive arrangements with particular publishers in which information was sent to local publishers who decided which titles they could have. Co-publishing of Indian books with foreign publishers enlarged exports at least ten times. Directly, one might not be able to sell more than 10 titles, but with co-publishing one could go up to as many as 200 to 300 titles. The decision to publish books in India would depend on the cooperation of publishers abroad.

Mr Fontaine of Albin Michel of France explained that her publishing house brought out nearly 250 new titles every year. In addition, they had a backlist of 4000 titles. Fiction and general literature, children's books, travel guides and others formed the backbone of their list. They were keen that there should be a greater exchange of ideas between publishers. She pointed out that co-publishing for general literature was quite a different process. For non-illustrated books it meant giving translation rights to other publishers. In India this was different. Usually foreign publishers were responsible for distribution and production. For some books they gave the films to foreign publishers. However, she said

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she had been impressed by the breadth of Indian publishing in English, particularly by what she had seen at Calcutta during the book fair, and that in future, when signing deals with foreign publishers, they could keep the Asian market out or, if rights had already been sold for books that Indian publishers would like to do, they would be willing to negotiate local rights at a very reasonable cost.

Publishing, she said, could be a two-way traffic and Indian books could be made available in foreign markets in the same way as foreign books could be had here. The problem would remain where publishers of the developed countries were in a position of advantage vis-à-vis those of the developing countries. She said as it stood now co-publishing was exploitative and the traffic was one-way. The ideal thing would be for books to be made available under the people's own imprints in countries all over the world. That was the next step from co-publishing with equity.

She pointed out that Kali for Women had developed successful co-publishing with publishers abroad by having a very specialised list, by attending book fairs, etc., that focussed on women's books and by building up a specialised mailing list. In addition, they had not compromised on the quality of production or content. However, they had begun by insisting that foreign publishers buy from them and this was made possible by market conditions where both time and place were favourable for women's books in terms of

money and readers being available. They had not bought from abroad; rather they had done the other thing, namely selling to foreign publishers, and had therefore reversed the traditional flow of information.

One thing they had found, she said, was that foreign publishers while willing to buy their books were still unwilling to pay them what they would be willing to pay to first world publishers. She stressed that until the publishers internationally fought for co-publishing on the basis of equity and not on the basis of exploitation, things would not change, and if there was equity, the fear of compulsory licensing would also be removed.

Need for Equity

Mr Vazirani said many battles had to be fought to ensure co-publishing with equity, and that in order to be successful, co-publishing had to be a viable commercial proposition. He said his company had done several titles successfully.

Mr Ivan Elsmark of ILO said he wished all success to joint co-publishing ventures all over the world. He stressed the importance of translation and professionalism.

Mr Martin Pick of Belitha Press said he had begun work with OUP in India and was impressed to see that their titles were now being sold in foreign countries. His own company published books on children and he felt that they had several titles that could do well in India and vice versa. He stressed that Indian books could do well in England because there was a large Asian population there. In considering titles for international

co-editions, he said it was important to keep in mind the quality of books. Once contracts were signed it was important that confidence should be built up so that the conditions of the contract would be adhered to and time schedules kept. This would make for better co-publishing, particularly if payments were prompt and royalties paid out regularly.

Mr Tony Read of the Book Development Council said co-publishing covered a multitude of sins. Broadly speaking, co-publishing was something that should be done with equity and should imply a joint venture and a shared risk. These should occur prior to publishing, and it was only then that co-publishing, as a post-publication disposal of rights, became possible. He said that within India there were examples of all of these processes: the joint Penguin-Ananda Bazar venture and the BI/Churchill Livingston venture, both of which had set new standards of production in India, and Penguin particularly had demonstrated that books could be sold at affordable prices. On the rights side Rupa provided an example of publishing local editions of reprints at affordable prices. He said the BDC monitored the transfer of rights in 1986 under the Indian Copyright Act under which as many as 1000 reprint rights were given. He emphasised the threat of compulsory licensing. He said rights had always traditionally passed from overseas publishers to local publishers, but this equation could be changed if there was an equal exchange of information on both sides.

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Revolution in Print Technology

V. N. CHHABRA

At the World Print Congress held at Rio de Janeiro in May last year it was stated that INFORMATION is now the No. 1 commodity or 'product' moving among countries. The old economic order was based on moving physical commodities — raw materials and finished products — around the globe from producer to consumer depending on raw material availability and comparative wage rates, etc. In contrast the new economic order of which we hear so much about today is essentially based on knowledge and information. In short we have moved into the new information age technology.

According to *US News and World Report* we are now on a pace to double the volume of our printed knowledge every eight years. This means in less than 40 or 50 years — the average person's work life — we have to relearn our entire knowledge at least about five times; the same report estimates that the volume of information and knowledge contained in a typical Sunday edition of the *New York Times* is greater than the amount of knowledge that a normal person could hope to acquire in his entire lifetime in the 17th century — less than just 300 years ago. This knowledge explosion has directly resulted in the growth of the volume of printed knowledge at a pace where it doubles every five years.

At the same time, we are witnessing technological changes with a potential to revolutionise the information media. The major advances in information and communication technologies, which are having an impact on the print media, and newspaper industry in particular, are computerisation and automation in typesetting, image manipulation, growth of word processing, multicolour scanning,

processing and offset printing.

Some of the products of new technologies which will cover critical newspaper publishing and printing operations in the future are:

Portable Computer

This will enable stories to be key-entered at remote sites and sent via telephone lines directly to the phototypesetting machine at the main office.

Electronic Camera

This will enable photographers to send still news photographs to be taken and sent electronically to their offices where they can be quickly enlarged or reduced, ready for paste-up or stored electronically or electronic pagination, if required. There will be no need for a darkroom for manual processing of film. Similarly, the present method of colour separation will be overtaken by the electronic camera fitted with devices so that colour separation is automatic and instantaneous.

Personal Computers and Laser Printers

The use of PCs and laser printers has already brought about a quiet revolution in the printing industry, particularly in the small and language newspapers. The entire newspaper text is keyed on these low-cost PCs and laser printers. The output on ordinary paper is of good enough quality for paste-up of final and camera-ready pages. These PCs and laser printers are also being used for generating graphs and full-page make-up.

Eraseable Laser Discs

These computer storage discs have 50 times more data storage capacity

than what is possible on the usual computer floppy or magnetic disc. This will result in cutting down the cost of storing data tremendously, apart from being reusable. The erasable disc will also be used to electronically record wire service photos at high speeds and also receive and store national advertisements via satellite.

A combination of erasable laser disc, electronic photography and electronic picture processing will result in the elimination of most of the present-day methods of processing in newspaper offices of all sizes in about five years.

Flexo Printing

The other significant invention in newspaper printing, apart from offset printing, is the development in flexo printing. Its main advantage, apart from being less expensive to print newspapers is that the ink used is water-based. It doesn't rub off the reader's hand. The ink does not strike through which will enable the use of lighter paper. The newspaper of tomorrow will be all colour and future presses will be automatic where robots and electronic devices will replace manual handling.

Print no longer has a monopoly on the presentation and processing of information as the growth of television and data base demonstrates. Electronic developments have provided users with new products, publishers with new ways to reach their markets—ways that the recipients find it easier to use that print.

New technology has opened the way for a wide range of alternatives; at the same time, it has revolutionised the production methods of print production, colour scanning, pagination systems, digitised typesetting,

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emergence of lithography as a dominant printing process, advances in press ink and register control and the automation of binding operations have all contributed to the change in a substantial manner. Data compression and satellites have made whole page transmission, both in black and white and in colour, feasible throughout the world. Quite a few of the dailies and weeklies are being printed simultaneously from different parts of the world using facsimile transmission facility. *USA TODAY*, an American daily newspaper which enjoys the distinction of carrying full process colours on every page, is printed simultaneously from at least 13 cities, on receiving a signal from Washington.

The Hindu, a national newspaper published from Madras, was the first newspaper in India to establish a facsimile link with Coimbatore, a distance of 400 kms from Madras, using a telephone group channel in 1969. Later facsimile links were established with Bangalore in 1970 followed by Hyderabad in 1976 and Madurai in 1978. In September, 1986 the *Hindu* started publishing simultaneously from New Delhi also. A facsimile link was established with the Indian communication satellite INSAT 1-B via earth stations of the P&T Department. The facsimile receiver is situated in the centre of the town at Tolstoy Marg from where the films—the facsimile reproduction of made-up pages—are transported to Gurgaon in Haryana (25 kms away) and printed on a modern offset press and printed copies brought back to Delhi for distribution.

In 18 years of facsimile operation, this newspaper failed to be published due to equipment failure only on four occasions. Now there are a number of newspapers which have installed facsimile equipment for simultaneous publication from remote centres. The *Hindu* was the first mainline newspaper in India to introduce phototypesetting in 1980 in one

stroke with their existing staff re-trained in new technology. A Monotype Lasercomp typesetter, with a capacity exceeding the combined output of several hot metal Linotype typesetting machines, was installed. The *Hindu* continues to stay in the forefront of new technology by updating its equipment. Last year two Apple Mac plus workstations, capable of creating and manipulating graphics, were added in Madras. In order to cope with the pressure on teleprinters/telex system a Packet Switched Data Network (PSDN) was installed in the Delhi office in November 1986. This facility is offered by the Indian Department of Telecommunications to enable journalists to key in their copy in Delhi and transmit at 1200 bits per second directly into the phototypesetting system in Madras. This has made possible not only extension of deadlines for stories from Delhi, but also saves the need for re-keying in the photocomposing department in Madras. A monochrome flat-bed laser scanner from Dainippon Screen, India's first, enables the *Hindu* to maintain top quality in halftone reproduction. Like many of its counterparts in other metropolitan cities, the newspaper publishes colour advertisements two or three times a week. Its revenue from colour advertisements exceeded Rs. 20 million in 1986-87.

Over the years revenue from commercials on the Indian television has grown by 500%. Still the press continues to claim a major slice of the total expenditure on advertising. However, the challenge from television is real and cannot be ignored as the majority of Indian Press survives on advertising revenue. With the cost of newsprint spiralling no newspaper can hope to survive on the revenue earned from the sale of copies.

Right choice and proper training in the use of new technology offer a tremendous opportunity to the

newspaper industry to reduce production costs through labour efficiency, increase of revenue from colour advertisements, publishing demographic editions through telecommunications and utilising spare capacity for commercial jobs. This is the trend everywhere.

Press in India

In India we have about 25,000 newspapers with a combined circulation of over 65 million copies. Out of these 2100 are daily newspapers and the rest, approximately 23,000, account for periodicals including weeklies, fortnightlies, quarterlies, etc. The highest number of newspapers is published in Hindi, followed by English, Bengali, Urdu and Marathi, though circulation-wise the Malayalam press enjoys the third position after Hindi and English.

According to the circulation data made available to the Registrar of Newspapers for India, there were in 1986 240 big, 499 medium and 6,119 small newspapers, claiming 1/3rd share of the total circulation. Similarly, out of about 2000 daily newspapers 736 were in the category of small newspapers enjoying a circulation of less than 25,000 copies.

In view of the fact that the majority of the Indian Press is in the smaller category and newspapers are published in several different languages, the advent of photocomposing, particularly Desk Top Publishing, has proved most beneficial.

The Fourth Revolution

Desk Top Publishing is regarded as "the fourth revolution in printing" after the invention of moveable type, the linecaster and phototypesetting. DTP is a set of electronic devices consisting of a computer, usually Apple McIntosh or IBM PC, a Keyboard, a Laser Writer Printer and a Page Maker DTP software, which when assembled at a desk, is capable of performing most such functions at

an affordable cost and in a minimum period of time: a publisher's dream.

In the 'traditional' method of phototypesetting, hot metal is almost forgotten now. Journalists or authors send their typed copy to the 'phototypesetter' where operators key-in the manuscript into the terminals coded according to required specifications. A dotmatrix printer produces a proof which is read by proof readers and returned to the operator who recalls the story on his screen and gives commands to the phototypesetting machine which turns out bromides in a galley form. The manuscript, now in the shape of galleys, is trimmed and positioned by hand on a layout sheet which is known as camera-ready copy and processed into an offset printing plate. This rather elaborate and time-consuming process involves the use of photographic film and bromide paper which are expensive.

With DTP this entire process takes place electronically. A manuscript written with word-processing software can be merged into a DTP programme such as a Page Maker (software) converted into type faces and automatically adjusted for point size, leading (space between lines), kerning (spacing between letters),

hyphenations and, at the same time, positioned in columns, captions and headlines — all within minutes. Similarly, charts, graphs and illustrations can be transferred from data bases, spread sheets and graphic programmes. Unlike phototypesetting DTP screens provide what is known as WYSIWYG (what-you-see-is-what-you-get) display showing actual typeface and size. The user can tell at a glance how changing a typeface or repositioning a chart will affect the way a page looks. DTP software is now available for setting most of the Indian scripts which can be merged on the screen for bilingual or multilingual publications.

Laser Printers

For final proofing the Apple Laser Writer Printer provides a typeset quality printout on ordinary paper (phototypesetting machine requires photographic quality paper which needs processing in darkroom conditions). However, laser-writer images have a resolution of 300 dots per inch (dpi) which is far superior to most 'dot-matrix' computer printers but falls short of 1200 to 200 dpi resolutions available from high quality phototypesetting machines. Laser printers with 600 dpi are

already on the market but a vast majority of DTP users, including newspapers, find 300 dpi resolutions can take their DTP disc to a 'phototypesetting' house where they have the option of choosing from a much wider range of typefaces or install their own typesetter. The desktop publishing world has grown so rapidly that practically every type of sophistication is now catered for. The choice ranges between packages capable of producing an encyclopaedia and an in-house news-sheet. Desk Top Publishing is essentially a user friendly device for composing pages.

Without doubt the boom which the Indian newspaper is experiencing and the colour explosion evident in magazines and also in daily newspapers, would not have been possible with the old technology of hot metal and letterpress printing. Indeed, the revolution in print technology has equipped the newspaper and print media industry to meet the challenge it faces from electronic media.

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1990: A Crucial Year for Copyright

A number of questions vital to the future of international copyright protection hang in the balance and will be decided in 1990.

Negotiators in the Uruguay Round trade talks will decide whether to give the General Agreement on Tariffs and Trade (GATT) a role in the enforcement of intellectual property rights in trade.

The World Intellectual Property Organisation (WIPO), a neighbouring Geneva agency, will undertake to modernise the Berne Convention, institute dispute settlement procedures and complete work on model copyright legislation and measures to combat piracy and counterfeiting.

WIPO officials are contributing their expertise to the GATT negotiations but are determined to keep as much of the play as possible in their Organisation by moving to bolster copyright and other intellectual property protection on a broad front.

Dispute Settlement

The United States and other industrialised countries turned to the GATT to help protect intellectual property rights in part because there are no dispute settlement or enforcement procedures provided in any of the international instruments WIPO administers.

Responding to the challenge of GATT, WIPO has taken steps to provide such procedures, having proposed them but dropped them in the past for lack of support from member states.

The Governing Bodies and the Unions Administered by WIPO had a change of heart when they met at WIPO headquarters from September 25 to October 4, 1989, to decide on the agency's programme for the biennium 1990-91. They approved the creation of a Committee of Experts, due to meet from February

19 to 23, 1990, which will decide whether to establish a new treaty on the settlement of disputes between states party to the intellectual property conventions. That Committee will meet for a second time in November.

In a related move, the Secretariat of WIPO will make studies on the possible creation of a mechanism, a kind of arbitration centre, to resolve disputes between private parties. The results of these studies will be reported to the Governing Bodies by 1991.

At the end of October 1990, a Committee of Experts will meet to take the first steps towards preparing a Protocol to the Berne Convention to widen its coverage to new technologies such as computer programmes and computer-generated works. Existing norms will be clarified and new norms established to deal with areas where ambiguity exists, including certain rights such as rental, public lending, distribution and display.

WIPO Model Legislation

Over the next two years, WIPO intends to complete work begun in 1986 on a model law on counterfeiting and piracy. This model law will contain definitions of both and will provide for effective measures for the prevention and repression of counterfeiting and piracy. Provisions will be made for seizure and securing information and strict penal and civil sanctions. No date has been set as yet for the convening of a committee of governmental experts, presumably because this work will have to be coordinated with any codes or measures voted by the GATT negotiators.

Work will be completed in 1990, however, on model provisions for legislation in the field of copyright

following a second reading by a Committee of Experts scheduled to meet from July 2 to 13. The first reading of the eleven chapters and two annexes of draft model provisions was concluded in the fall of 1989.

Discussion of new technological approaches to controlling copying dominated the week-long meeting from November 6 to 10. But from the point of view of publishers, the discussions on transfers of rights and waiver of the exercise of moral rights were of equal or greater importance.

From the outset there was disagreement among the delegates from 48 countries reflected in opinions expressed by representatives of 19 non-governmental organisations (NGO's) and international organisations between those who opposed the inclusion of such provisions in the model legislation and those who believed they were necessary to protect authors.

From the beginning of those discussions in February 1989, deep differences have also been expressed between countries of the European and the Anglo-American legal traditions. Any resulting model provisions will therefore certainly contain widely differing alternative proposals. These model provisions will not be binding on the states, but Committee Chairman Gyorgy Boytha, Director General of the Hungarian copyright agency, said they would carry a certain weight and be widely used as a source of information and reference by courts.

The Anglo-Saxon countries opposed legislative regulation of creator/producer contracts, preferring to leave this matter to freely negotiated contracts under general contract law.

A number of delegates pointed out that the Berne Convention does not

regulate such contracts and that it was therefore inappropriate for WIPO to do so. Charles Clark, representative of the International Publishers Association (IPA), said his Association supported the position taken by numerous delegates that the work of WIPO in this field should concentrate on improving the provisions of author/publisher contracts or clarifying the relevance of those contracts to national contract law.

"WIPO should not try to invent principles and concepts which have no foundation in the Berne Convention and very little relationship to the complex reality of creator/producer dealings — themselves often mediated by unions, by literary agents, by model contracts and by codes of practice," Clark stated.

Transfer of Rights

The delegates of Austria, Canada, Australia, Israel, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States said the model provisions on assignments, licences, revocation, termination and waiver of rights were a case of bureaucratic overregulation that interfered with basic principles of freedom of contract and even civil rights. Disputes and ambiguities in contracts had best be left to the courts.

There was also a duplication of effort, it was noted, since the WIPO programme for 1990-91 calls for an analysis of national legislation on contracts assigning or licensing rights with a view to recommending

whether a draft model law or guidelines would be useful.

Boytha, supported by the representatives of Algeria, Greece, France, West Germany and others, expressed the view that model provisions on contractual relations between authors and producers were needed to find an equitable balance between them "with special consideration for the weaker party."

Alexis Koutchoumow, IPA Secretary General, took issue with the view that "authors need to be protected from themselves." They are usually quite well aware of their rights, he said, and although they are sometimes in a weak position at the beginning of their careers many ultimately impose terms on publishers. Publishers need a clear transfer of economic rights in order to exploit the work to best advantage and to bring suit if necessary in the event of copyright infringements on behalf of the author, the IPA spokesman asserted.

Moral Rights

The question of moral rights gave rise to considerable debate. The European tradition countries insisted on the inalienability to such rights. There was disagreement as to whether they could be waived. But even the European tradition countries' representatives said authors might choose not to exercise them in order to get the full benefit of economic rights. The profession of ghost writer would die out, commented the West German delegate Margret Möller,

Federal Ministry of Justice, if authors were required to exercise their right to be recognised as the author of a work.

The U.K. delegate, David Irving, Senior Patent Examiner, Department of Trade and Industry, said that an absolute waiver to moral rights was necessary "in the real world" of journalism which could not function "with a sword of Damocles hanging over its head." It could be possible otherwise for a journalist to seek an injunction on moral rights grounds during a labour dispute merely as a ploy to stop production.

"Only where the producer has overstepped the mark and completely changed the sense of the work or prejudiced the honour and reputation of the writer should moral rights be exercised," the U.K. delegate said. "It is important not to confuse normal editing of a work and adaptation, which is an economic right, with the much narrower moral rights."

Should all waivers of moral rights and transfers of economic rights be in writing? Again, there was disagreement. Ralph Oman, U.S. Register of Copyrights, and André Kerever, *Conseiller d'Etat* of France, noted that newspaper and magazine publishing did not generally involve written contracts with authors. "Unambiguous conduct can amount to consent," Oman said. "Something less than writing might be acceptable."

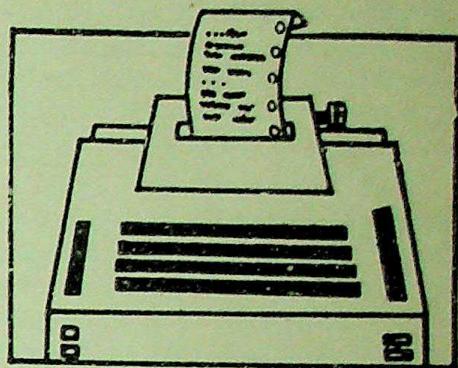
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NEWS AND EVENTS

Libraries Deprived of Access to Books

Most of the country's universities and research institutions are "deprived" of access to books and journals, according to Professor Yash Pal, Chairman of the University Grants Commission. In his address at the opening of the three-day International Consultation Meeting on Information and Library Network in the Capital on March 1, he observed that the further these institutions were in the "hinterland", the more depressed was their status.

On the proposed Information and Library Network (INFLIBNET), which will interconnect libraries at universities, post-graduate and research centres, Prof. Yash Pal said the network should start functioning immediately and that there was thus need to agree on a framework and some standards. The network to function required an authorised participatory body which could act on behalf of other agencies. The question of formal funding also required to be looked into.

Prof. Yash Pal pointed out that INFLIBNET was "not a fancy technological luxury" but an effort in money saving. Technological intervention in the information area was as appropriate as possible and the need for it was more in India than in the metropolitan institutions of affluent countries.

Earlier, while opening the meeting, Prof. M.G.K. Menon, Minister of State for Education and Science and Technology, observed that the basic challenge would be in making the project successful under the existing resource constraints. The Information and Library Network, once in operation, would, besides being cost effective, remove duplication and allow use of available resources on a cooperative basis.

The EEC's Ambassador in India, Mr. Robert Houlston, in his address pointed out that while "network" was a fashionable word today, it was scarcely a recent phenomenon and television and radio had given the word an entirely new feeling. Library networking, he said, was not receiving the attention it deserved and libraries throughout the world were trying to come to grips with the information explosion.

Bhartendu Harishchandra Awards

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The Sixth Bhartendu Harishchandra Awards for 1988 were given away in New Delhi on March 6 by the Information and Broadcasting Minister, Mr. P. Upendra, who called upon writers to produce more books on mass communication.

The first prize of Rs 15,000 was given to K.G. Joglekar for his manuscript *Patra Patrakar Aur Sarkar*. The second prize of Rs 10,000 was shared by Siddhanath Kumar for his manuscript *Radio Natak Ki Kala* and Harsh Verdhan for his entry *Akashvani Mein Radio Prasaran Techniques—Ek Parichaya*.

The third prize of Rs 5,000 was jointly won by Vijay Kulshreshtha for his manuscript *Mudrana Madhyam Aur Sampadan* and Rajiv Dubey for his book *Hindi Patrakarita Aur Rashtriya Andolan*. Five consolation prizes of Rs 2,000 each were also given away.

The awards were instituted in 1983 by the Information and Broadcasting Ministry and are given every year by the Publications Division for promoting original writing in Hindi on subjects of mass communication.

Bhubaneswar Award

A Young Oriya writer, Yashodhara Mishra, has been selected for the prestigious Bhubaneswar Book Fair Award for her collection of short stories titled *Janha Rati*. The Governor, Mr Yagya Dutt Sharma, gave away the award, which carried Rs 5,000 in cash and a citation.

Plea to Ban Import of Books

Mrs Ajit Cour, a renowned Punjabi short-story writer, pleaded in Chandigarh on February 26 for a ban on import of books as, she said, "trash" from the West was being brought here "under the garb of the free flow of knowledge". She said the import of paper should be made duty-free to make publishing "low-cost books" possible for the people residing in the villages of India. She alleged that before every general election, the price of paper was allowed to be raised because funds were collected from the paper lobby.

Mrs Ajit Cour made these observations in her paper "Book a Dying Seagull" presented at the Panjab University. Mr Gulzar Singh Sandhu, a noted Punjabi writer, presided over the lecture.

Mrs Ajit Cour felt it was the policy of governments at the Centre and in the states to keep the masses "alienated from books" as they would make them think and analyse social, economic and political issues. Instead, Doordarshan and All India Radio were being used to propagate the "synthetic culture" and "consumer culture". "This is happening because the country's book policy is absurd. Books and culture are missing from this policy," she said.

She appealed to writers to translate Punjabi books into the Devanagari script so that the non-Sikh population could also be attracted to them.

Scarcity of Textbooks in Assam

Students in Assam are playing hooky as new textbooks are not available even two months after the schools opened for the new session. The situation is worrying both educators and parents alike. "Even teacher's copies of the textbooks are not available," said a teacher. The new education policy of 1986 changed the system suggesting a gradual changeover between 1987 and 1990.

But there are never enough of the new textbooks to go around making the book crisis a recurring feature since 1987.

Meanwhile, various student organisations, including the All Assam Students Union (AASU) have launched agitations, taking out processions and picketing at the Assam State Textbook Production and Publication Corporation which is responsible for the publication of school textbooks.

However, the Assam Education Minister, Mr Brindaban Goswami, told PTI that much hue and cry had been raised over the issue by "vested interests". He said the present situation arose not only from the financial crisis of the state government, but also from the paper crisis in the country. He hoped that revision of textbooks, which entailed fresh manuscripts, would be the last stage of enforcing the new education policy.

Bombay: The Bombay Book Fair (BBF) organised by the Bombay Book Publishers Association (BBA) did not open exactly to a razzle-dazzle that normally characterises industrial fairs and exhibitions in the city, according to the *Economic Times* of Bombay. The book fair had about 70 participants, local as well as outstation, displaying their books on a variety of subjects, in about 150 stalls. More than a lakh of books in English, Hindi, Marathi and Gujarati were on display. Unfortunately a lot of them were either remaindered stuff or reprints.

Bangalore: The Sixth Bangalore Book Fair organised by the Karnataka Publishers and Booksellers Association was inaugurated on March 2.

The Hungarian Ambassador to India, Dr Andras Balogh, released a book entitled *Lukacs* at a function held at the Department of Slavic and Finno-Ugrian Studies at Delhi University recently. The book, which is co-edited by Ms Margit Koves, Visiting Lecturer in the Hungarian language, and Ms Shaswati Mazumdar, a lecturer in the Department of Modern European Languages, University of Delhi, contains contributions by the participants at a seminar held in 1985 to commemorate the birth anniversary of Gyorgy Lukacs, the Hungarian philosopher, literary theorist and critic.

Book Fairs

Book on Lukacs Released

AROUND THE WORLD

Publishing in Iran

Since the establishment of the Islamic Republic of Iran the number of publishers and publication centres in the country has increased from 183 in 1976 to 919 at the end of 1988. At present there are 250 dailies, periodicals, magazines and scientific, political, economic, religious and cultural journals. Their circulations vary from 3,000 to 450,000.

No Paperback Edition of Rushdie's Book

Viking Penguin, publishers of *The Satanic Verses*, have cancelled plans for a paperback edition because of the death threats against its author, Salman Rushdie, and others, according to *The Observer* of London. The paper said Viking Penguin's decision

had strained the company's relations with Rushdie. The author was claiming the company had a contractual obligation to publish a paperback edition without delay.

Chinese Drive against Pornography

Chinese authorities have closed a state publishing company for printing what they called 'obscene' books as part of a campaign to root out pornography, reports Reuter. The China Folk Literature and Art Publishing House "seriously violated the state's socialist publication policies by publishing or co-publishing with other houses more than 20 kinds of obscene books", the reports said. One of the offending books published by the Beijing-based company was entitled *The Call Girl*. The firm had

run into trouble in the past with a book about Jiang Qing, the widow of former leader Mao Tse tung.

Saudi Education 91

Saudi Education 91 will take place on February 24-28, 1991, at the Riyadh Exhibition Centre. It will cater to all aspects of educational development in Saudi Arabia, including the requirement for English as a foreign language course, scientific, medical and technical textbooks, and training overseas. A special feature of Saudi Education 91 will be a "Learning Overseas" section where colleges and training institutions from around the world can market their specialist courses and facilities to students of all disciplines able to study abroad.

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Bose, M L A *Social and Cultural History of Ancient India*. New Delhi, Concept, 1990, Rs 150

Chattopadhyay, Tapan Lepahas and Their Heritage. New Delhi, B.R. Pub, 1990, Rs 170

Dhar, Satchindananda, *Religion in Socio-Economic Life of India*, Calcutta, Chatterjee Pub, 1990, 171p, Rs 125

Goel, S L *Family Planning Programme and Beyond*. Delhi, Deep and Deep, 1990, 342p, Rs 300

Hutchinson, Walter *Customs of the World: A Popular Account of the Manners, Rites and Ceremonies of Men and Women in All Countries*, 2 Vols. New Delhi, Concept, 1990, Rs 2000 per set

Ketkar, S V *History of Caste in India*. Delhi, Motilal Banarsi das, 1990, xv+192p, Rs 40 (HB)

Kodanda Rao, M. *Cultural and Structural Dimensions of Family: A Study of Jalari Fishermen*. New Delhi, Concept, 1990, Rs 120

Kumar, R *Women Health Development and Administration*. 2 Vols. Delhi, Deep and Deep, 1990, 800p, Rs 675 (set)

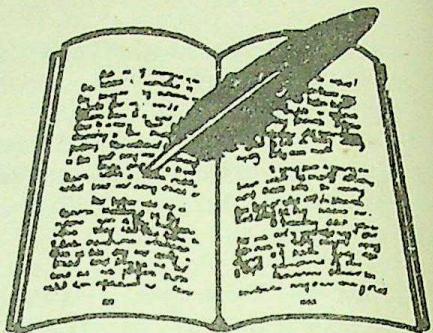
Lakshamma, G *The Impact of Ramanuja's Teaching of Life and Conditions in Society*. Delhi, Motilal Banarsi das, 1990, xi+252p, Rs 250 (HB)

Lal, A K *Urban Family: A Study of Hindu Social System*. New Delhi, Concept, 1990, Rs 120

Misra, R P and Acutha, R N *Micro-level Rural Planning: Principles, Methods and Case Studies*. New Delhi, Concept, 1990.

Nag, Prithvish *Population Settlement and Development in Zambia*. New Delhi, Concept, 1990, Rs 200

Populations: Today and Tomorrow - policies, Theories and Methodologies. 3 Vols. New Delhi, B.R. Publication, 1990, Rs 2100



BOOK REVIEWS

India-Africa Relations: Issues and Policy Options (Vol. I) and India-Africa Economic Relations in the Context of Economic Co-operation among Developing Countries (Vol. II), by R.R. Ramchandani, Kalinga Publications, Delhi, Vol. I, pp. 406, Rs. 400, and Vol. II, pp. 380, Rs. 350

The first volume is a collection of papers presented at an international seminar organised by the Centre of East African Studies, University of Bombay, in February 1986. It is divided into three parts. The first part relates to political and foreign policy issues, the second concerns economic perspectives, while the third section is focussed on historical and cultural dimensions. It is an exhaustive study that reflects collective wisdom on almost every aspect of India-Africa relations. The point is also highlighted that most of the African countries are presently facing a crisis situation and that the NAM and South-South co-operation is not always viewed by some African countries with the same enthusiasm as India does.

The issues have been dealt with at two levels: (1) Finding a collective solution to the crisis-related political and economic issues demanding

immediate urgent attention; and (2) finding a solution to deeper dominance-dependence related issues in the North-South historical context.

The second volume relates to a specific study focussed on economic relations between India and Africa with reference to economic and technical co-operation among developing countries. Conceptually, it is designed to examine the extent of and scope for promoting economic linkages at the South-South level. Prof. Ramchandani examines in considerable depth several related issues and attempts a systems approach to underscore a plausible conceptual framework projecting a rich potential for a mutually beneficial network of economic and technical collaboration between India and African countries.

For the first time an attempt is made to systematically identify the constraining elements to help in overcoming the handicaps. While recommending greater emphasis on country specific bilateral aspects of relations, Ramchandani points out the formation of regional African groupings like Economic Community of West African States (ECOWAS) and Southern African Development Coordination Conference (SADCC) to promote economic cooperation at

inter-regional levels. He is particularly concerned about the inadequacy of institutional technologies, a vital element to fully exploit the built-in production complementaries in terms of both comparative advantage and otherwise. This, according to him, will call for compelling attention of both India and the African countries to rationalise their policy perspectives in terms of generating greater production cooperation.

Essentials of Hinduism by V. Krishnamurthy, Narosa Publishing House, New Delhi, 1989, pp. 211, price not mentioned.

This is a book for the general reader (Hindu or non-Hindu). Avoiding all unnecessary eccentric interpretations, it attempts to shake the foundations of several misconceptions about Hinduism. It does this by interspersing the text with several thought-provoking questions, which are actual questions that arose during lectures given by the author. These questions are faced in a straightforward and narrative fashion in the style of an informal fireside chat.

Spirituality being the ultimate purpose of religion, the spiritual message of Hindu philosophy is emphasized throughout. The reader is

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guided through the maze of conflicting attitudes in the practice of Hinduism, so that he will not miss the wood for the trees. Unlike the standard first book on Hinduism, it boldly introduces the abstraction of the Vedanta and the teaching of the Upanishads right at the beginning in a simple way and links these ideas with the attitudes that one carries along in one's day-to-day life.

Delicate debates about questions on free will vs destiny, God's grace vs human effort, happiness here vs happiness hereafter, faith vs superstition and vexing issues like the role of rituals, the dilemma of right and wrong, the obligation to society and humanity at large, and belief in a personal God or an impersonal Absolute, all these are discussed, in more than one context. Since these discussions appear repeatedly in a gradually rising spiral of complexity, the depth of the treatment increases as one reads along, without one feeling the strain.

The book provides authentic knowledge of this ancient faith in a style that is easy to read and absorb. The first chapter is preliminary and foundational. It outlines much that is essentially to be known about *dharma*, *varna*, *asrama*, *purushartha* and *karma* theory, preliminary to further discussion. The second chapter is a detailed elaboration of Karma Yoga and Bhakti Yoga, the two available paths for an average seeker of self-evolution. The theme in both these chapters is that, spirituality being more fundamental than religion, it is the attitude with which you do your work and the stage of evolution at which you approach your task that constitute the major factors deciding whether what you do is right or wrong. The second chapter also includes material on the technique of Bhakti Yoga, like meanings of the names of God and the effectiveness of their repetition.

The third chapter introduces the reader to the complexities/subtleties

of one of the schools of Hindu philosophy, Advaita Vedanta. The exposition at that point has necessarily to introduce a fair amount of philosophical terminology, but a special effort has been made to stay within the mainstream of the subject.

Chapters four and five take the reader into the controversial topics of Miracles, Mysticism and Mythology, the futility of tricky intellectual debates about philosophical schools of thought and the complementary roles of science and religion in the development of human personality.

Praying Together: Psalms for Contemplation by Carlos G. Valles, Gujarat Sahitya Prakash, Anand, 1989, pp. 332, Rs. 50 (PB), Rs. 55 (Cloth bound).

The Psalms are the "new song" composed by the singers of Israel many centuries ago, sung by women and men of all ages and in all languages, and renewed in our own times by fervour and scholarship in the glow of liturgy and in the silence of contemplation. Jesus prayed the psalms. Holy souls and simple people have voiced them in their hearts and in their gatherings, till every verse and every word of the inspired text has been charged with the faith, the worship, the joy and the anguish of living mankind.

This book offers the psalms prayed anew with a traditional heart and a modern mind, living through the hallowed verses the throbbing situation of a present-day man in an ages-long faith. These prayers based on the psalms can be used in public recitation among groups that get together to praise the Lord and to find themselves in community; and they can be used also in the privacy of personal contemplation to guide the seeking mind and the longing heart closer to the living God whose presence is felt in every word of the prayer. He inspired so that the "new song" may remain for ever new.

Carlos Gonzalez Valles was born

in Spain, came early in his life to India where he was ordained a priest in the Society of Jesus, and worked for many years as professor of mathematics in St. Xavier's College, Ahmedabad. Together with his professional teaching he entered the literary field in the Gujarati language, and published many books which won for him the Ranjitram Gold Medal, the highest literary award in the land.

Retired now from his university chair he has turned to writing in English and Spanish, bringing to the spiritual and psychological fields his western roots and his eastern branches. He also gives courses in Oriental spirituality in India and abroad.

A Study of the Technique of Abhinaya in Relation to Sanskrit Drama, by Dr (Mrs) Shveni P. Pandya, Somaiya Publications, Bombay, 1990, pp. xii+287, Rs. 112

This book is an edited and revised version of a doctoral thesis presented for Ph. D. in Sanskrit of Bombay University. The study of the technique of Abhinaya is presented keeping Natyashastra of Bharat as the basis. A comparative study of the details of the technique of Abhinaya found in other later texts like *Abhinaya-darpana* of Nandikesvara, *Sangita Ratnakar* of Sarngadeva, *Nrtya-ratna-kosa* of Kumbhakarna-deva, *Visnu-dharmottara-purana*, *Agni-Purana*, *Naty Darpana* by Sri Gunacandra and Sri Ramachandra, etc., also has been presented. Illustrations of these techniques are given through examples from the important classical Sanskrit plays. At appropriate places photographs are given.

The entire work is divided into seven chapters. The first chapter forms the introduction in which a general background for the study of the technique of Abhinaya in Sanskrit drama is presented. The second chapter discusses Angika Abhinaya, which is divided into seven parts. The

first part deals with the movements of Angas, i.e., major limbs. The second part deals with Upangas, i.e., minor limbs. The third part discusses Pratyangas, i.e., the limbs which move only when the Angas and Upangas move. In the fourth part Sthanas, i.e., postures are described, in the fifth, Caris, i.e., movements with a single foot, in the sixth Mandalas, i.e., a series of Caris performed together and in the seventh various gaits are described.

Vacika Abhinaya forms the third chapter. It consists of the use of proper musical notes (Svaras), modulation of the voice (Sthana), pitch of vowels (Varna), intonation (Kaku), and speech tempo (Laya). Chapter four discusses Abarya Abhinaya. It consists of make-up and costumes of actors and stage scenery and the stage equipment used as aids in dramatic performance.

Sattvika Abhinaya forms Chapter five. It deals with the entire psychological resources of man. The actor, for the time-being, must feel the states of the mind that he has to represent; then only can he transform the ordinary experience of life into an aesthetic experience of visualisation.

Chapter six gives some additional details about Abhinaya. In Chapter seven important conclusions are indicated and in the Appendix Director's script for the first Act of *Svapnavasavadatta* of Bhasa is prepared in accordance with the accepted techniques of Abhinaya.

Urban Renewal: The Indian Experience, edited by D. Ravindra Prasad, Sterling Publishers, New Delhi, 1990, pp. 267, Rs. 225

Birth and death are natural to all living organisms, including human settlements. The city is a living organism and, therefore, it has its life cycle of birth, growth and decline. Decline of the city warrants action by policy-makers and planners to provide a living environment to the humans. In western societies, the

need for urban renewal was realised long ago. It is only in recent years that the significance of urban renewal is being realised in India.

The Regional Centre for Urban and Environmental Studies organised an international seminar on urban renewal in 1985. The papers relating to the Indian experience presented at the seminar form the contents of this book. It contains papers on the urban renewal experience of nine out of the twelve metropolises of India, viz, Ahmedabad, Bombay, Calcutta, Delhi, Hyderabad, Jaipur, Lucknow, Madras and Nagpur, apart from papers relating to concept, philosophy and approach as well as on national and state scenarios.

Written by senior academics, experienced administrators and urbanologists, the book acquaints students and practitioners of urban administration and development with urban renewal policies, structures, problems of implementation as well as future perspectives.

Editing in the Electronic Era (2nd Ed.), by Martin L. Gibson, Prentice-Hall of India, New Delhi, 1987, pp. viii+310, Rs. 69

In his early years Benjamin Franklin called himself a printer. In reality, he and his contemporaries in the field were editor-printers. They themselves edited the work and then set it into type as well. Progress, however, wiped out that hyphenated job description and it is almost after two centuries, in the electronic era of our times, that the kind of work done by the editor-printer is revived in the 'electronic newsroom'. *Editing in the Electronic Era* is a complete book for the modern would-be journalist. The author leads readers into the electronic era of copy-editing, demonstrates how a printer-editor may bypass the lino-type operator and the proof-reader, and how the video-display terminal (VDT) is more accurate and a hundred times faster than the older system.

Chapter one introduces the reader to the electronic newsroom and the kind of machines likely to be encountered therein. The other chapters focus on regular themes in journalism like copy-editing, editing symbols, trimming, headline writing and newspaper layout. Throughout the book a modern approach is followed and the interaction between man and machine is kept in view.

The book adopts a question/answer format in several chapters to provide the reader with a clearer understanding of the kind of functions a journalist is required to perform. On the whole, the book should serve as a useful text to fresh students of journalism and journalists who wish to upgrade their knowledge about modern electronic publishing.

Law Relating to Frustration of Contract, by M.A. Sujan, N.M. Tripathi Bombay, 1989, pp. xiii + 168, Rs. 100

It is now accepted that under the doctrine of frustration a contract may be discharged if after its formation events occur making its performance impossible or illegal, and in certain analogous situations. But it was not always so, and contractual duties were regarded as absolute, in the sense that supervening events provided no excuse for non-performance, as in the classic case of *Paradine v. Jane* (1647). It was not until 1863 that *Blackburn J.* (in *Taylor v. Caldwell*) mitigated the rigour of the rule. Thereafter, the doctrine of frustration entered a period of growth. In India, it has taken longer, being captive in the strait-jacket of Section 56 of the Indian Contract Act.

The growth of the doctrine of frustration makes a fascinating study. More important, from the practical point of view, the doctrine continues to give rise to various difficulties. This book describes the salient features of the law relating to frustration of contracts.

Editorial

SCHOOL TEXTBOOKS: A HARDY ANNUAL

If newspaper reports are to be believed, there is an acute shortage of school textbooks in some parts of the country. In Delhi those studying in Classes IX to XII are particularly affected by the non-availability of books. The National Council of Educational Research and Training (NCERT), which is required to supply the books, has however disowned responsibility for the prevailing situation. It claims that it has already met its commitment to the Kendriya Vidyalayas which fall in its exclusive domain. Complaints about textbook shortage, according to it, are confined to public schools which open for a short time in April and then close for the summer vacation. These schools do not adhere to the normal schedule of beginning a new session by June-end, by which time books are meant to reach the market.

The NCERT explanation by implication means that there could be a shortage of textbooks for schools other than the Kendriya Vidyalayas. Since the NCERT has widened its area of operation to schools other than the Kendriya Vidyalayas, it is accountable to all sections of students. Its plea that it is not technically feasible to change the schedule of publishing fresh titles to meet the requirements of all schools does not hold much water. Having accepted a greater responsibility it should be able to

discharge it.

The real problem obviously is one of distribution. Enough books, it seems, are supplied by the NCERT but all of them do not reach the students. The NCERT has 13 wholesale distribution centres in Delhi and other wholesale units in Jaipur, Ahmedabad, Guwahati, Vishakhapatnam and other places. In addition, the Publications Division and retailers are also pressed into service. It commissions publishers for supply of books as it does not have any network of its own. Obviously, something has gone wrong with this distribution system. Malpractices seem to have crept into it, for either enough books do not reach the distribution centres, or they are not disbursed, or, as it has happened at some places, unauthorised editions of textbooks are sold in place of the original titles. The remedy is to ensure that books are planned well in time to reach the printing presses, that production is not hindered by material shortages, and supplies are channelled to the distribution centres without let or hindrance. Above all, strict watch has to be kept over the retailers.

Textbooks are the essential instruments of education. Now that the country is going ahead with the implementation of its new education policy, it can ill afford to suffer any paucity of books, more so in this International Literacy Year.

— R.K.

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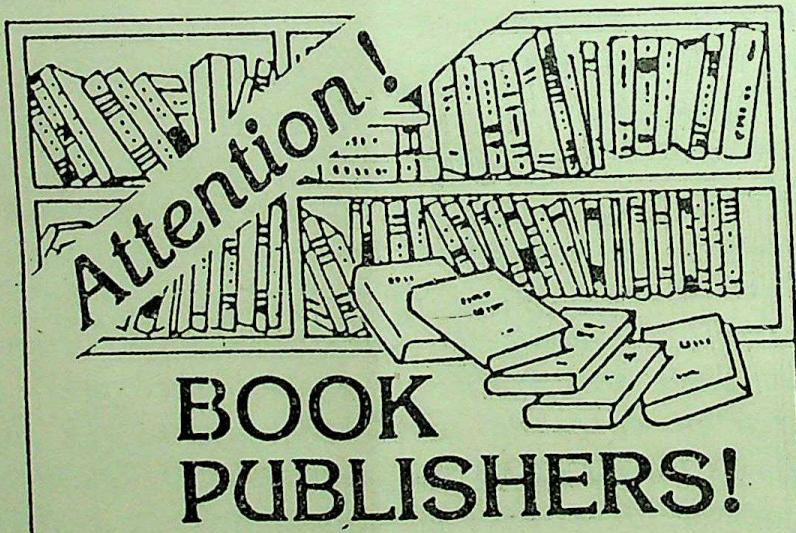
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Regional Language Publishing in India

S. GANESAN*

In the modern world, books serve as the foremost vehicles for the dissemination and preservation of knowledge. Thus, the publishing industry is an integral part of the cultural and intellectual landscape of a country. To some extent, development of a country is reflected in the strength of its book industry in terms of the number and variety of titles published and their efficient distribution. Judged by these criteria, the Indian publishing industry, particularly language publishing, does not present an encouraging picture.

According to reports of the National Library, Calcutta, nearly 40 per cent of the books published in India are in English, whereas only 2.10 per cent of the population know this language. This points to a vacuum in regional language publishing in the country. The

number of copies produced per title is also much lower in the case of regional languages.

The average print-run of books in English is 3000 per title, compared to 1,000 of regional language books. Thus, regional language publishing does not benefit from the economies of scale and this inevitably results in higher prices. Consumers with limited means are discouraged by the high cost of books and have to satisfy themselves with low cost pulp magazines. Thus regional language publishing in India has got into a vicious circle of high costs and low demand.

There has been considerable publishing activity in all the regional languages listed in the Constitution of India, except Sanskrit and Kashmiri. The multilingual Indian publishing industry comprises a minimum of 12

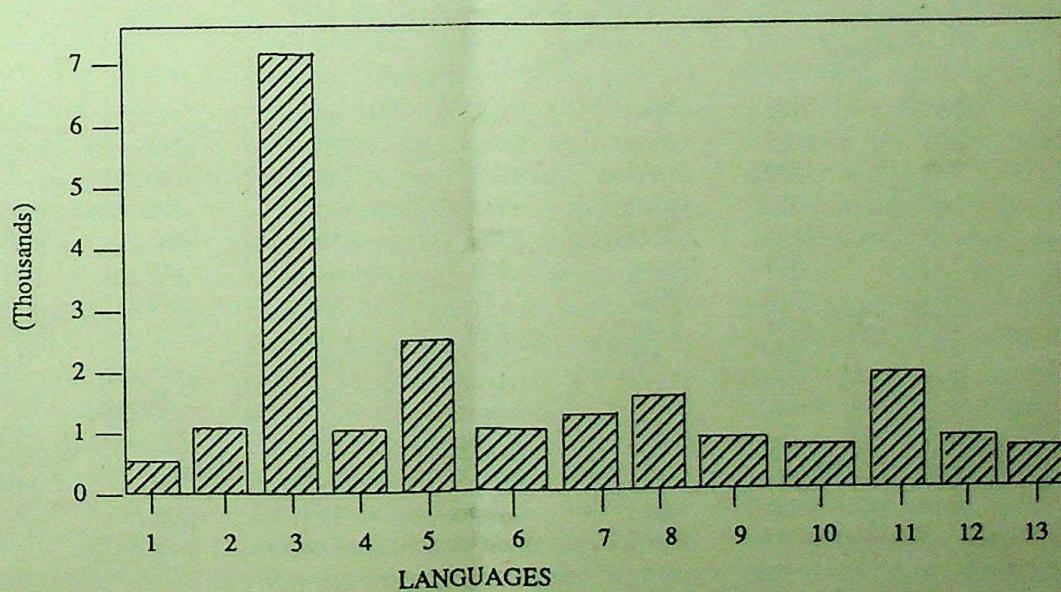
sectors, each publishing in a major language. In addition, there is a very substantial and dominant English publishing industry serving a readership spread all over the country.

Quantitatively, there has hardly been any progress in India in terms of the total number of titles published annually. As a matter of fact, there has been a noticeable decline in the case of a few languages. According to the National Library, Calcutta, the total number of titles published in 1963 was 18,236, compared to 15,009 titles for 1984. The National Library figures do not fully reflect the extent of publishing activities in the country because many small publishers are unaware of the law concerning legal deposit of books under the Delivery of Books Act. Many who knew about it neglected their obligations and

ILLUSTRATION I

Languages

AVERAGE NUMBER OF TITLES PUBLISHED



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deliberately ignored the Act as a nuisance because they felt that they derived no benefit from the legal delivery. Hence, it is clear that a substantial number of titles, though produced, would not have been enumerated by the National Library, and as such the data compiled by it are bound to be limited in validity.

For purposes of the present analysis, the average number of titles published during a period of five years from 1980 to 1984 is taken into account. The data on the number of titles published in India's major languages is given in Table 1. The average number of titles published in India over a period of five years from 1980 to 1984 in the major regional languages is presented in Illustration 1.

A little more than 40 per cent of all titles published in India were in English and the English publishing industry almost monopolised the book distribution channels in India. It is interesting to note that whereas

only some 15 million Indians (2.19% of the population) were estimated to be literate in English, this group was well served in terms of the number of titles published. It also had access to a substantial proportion of English books imported into the country. For historical and economic reasons, English is still at a premium compared to Indian languages. It is the language of the elite who can afford to buy books. However, the number of English titles being published in India has been declining at an annual rate of 7.59 per cent during the five year period as shown in Table 1. This may be because of an increase in the import of English books resulting from the liberal book import policy and the attempts made by the country to develop Indian languages.

The position concerning Indian languages is not a uniform one. As the figures show clearly, some languages are ahead of others when compared with the size of population

speaking them. Hindi occupied the first place among the Indian languages by accounting for 14.58 per cent of the average number of titles produced, followed by Tamil (8.38 per cent), Marathi (7.41 per cent), Bengali (6.52 per cent), Malayalam (5 per cent), Gujarati (3.82 per cent) and so on. The picture is however not the same if the size of population speaking each language is related to the average number of titles produced in it. As indicated in Table 1, Hindi, spoken by nearly half of the population (42.72 per cent), produced only 14.58 per cent of the titles, while Malayalam, supported by just 3.71 per cent of the population, published 5 per cent of the titles. Tamil, backed by 7.06 per cent of the people, produced 8.38 per cent of total titles.

Table 2 compares the size of population with the average number of titles produced in each language. Two types of ratios, viz., Title Per Million Population (TMP) and Title

TABLE 1: Regional Language Publishing

Languages	Language speaking population	Number of Titles Published				Five year average	Percentage share to total
		1980	1981	1982	1983		
% Share to Total							
Assamese	2.91	142	196	193	350	230	1.34
Bengali	7.97	1025	1046	1025	1032	1288	6.52
English	2.19	7512	7655	6983	5856	5560	40.38
Gujarati	4.97	495	767	685	708	519	3.82
Hindi	42.72	2191	2225	2556	2811	2331	14.58
Kannada	5.41	919	500	598	417	467	3.49
Malayalam	3.71	815	1049	913	644	740	5.00
Marathi	9.17	1058	1361	1138	1264	1341	7.41
Oriya	3.85	402	445	248	611	157	2.24
Punjabi	2.44	277	308	325	308	324	1.85
Sanskrit	—	70	43	104	97	143	0.56
Tamil	7.06	1345	1454	1568	1343	1253	8.38
Telugu	7.80	388	389	392	421	354	2.34
Urdu	0.88	198	286	388	300	218	1.67
Others	—	74	45	39	110	84	0.42
Total		16911	17769	17155	16272	15009	16623
							100.00

Source: National Library, Calcutta, and the Census Report-1981.

per Million Literate Population (TMLP), are worked out in respect of each language. English, which has no specific area where it is particularly used but dominates the Indian publishing industry in terms of the number of titles published, is not taken into account for comparison with other languages. Illustration 2 shows a comparative picture of TMP and TMLP for selected regional languages.

The national average of TMP works out at 24.31 while that of TMLP at 69.84. Hindi, which leads the other languages in terms of number of titles published, is pushed back to the tenth place by scoring only 8.3 TMP, whereas Malayalam, which stands at the sixth place in respect of number of titles, ranks first by accounting for 32.76 TMP. Tamil got the second place by securing 28.84 TMP. While only Malayalam and Tamil scored above the national average of 24.31 TMP, all other languages could not even come near it. In terms of TMLP, Tamil stood first among Indian languages by accounting for 63.03, against the national average of 69.84, followed by Bengali (48.57), Malayalam (47.27), Punjabi (45.29) and so on. The position of Hindi, Telugu, Assamese and Gujarati remained unaltered as they were placed at the 10th, 11th, 9th and 5th places respectively in respect of both TMP and TMLP. No Indian language could score a TMLP equal to the national average of 69.84 as the latter was inflated because of the large share of English language books and the low literacy level of the country at 34.8 per cent.

The national average of TMP at 24.31 is very low in comparison with that of Asia and the world. Statistics compiled by Unesco show the Asian average of TMP at 64 and the world average of TMP at 165 for the year 1983. The gap between the Asian and the Indian averages is alarmingly wide, leave alone the world average. It is high time the

TABLE 2: Book Production and Population

State	Language	Population (million)	Literate Population (million)	No. of titles produced	Titles per million population	Titles per literate population
Bihar	Hindi	69.8	18.2			
Delhi	"	8.1	4.0			
Haryana	"	12.9	4.6			
Himachal Pradesh	"	4.2	1.8			
Madhya Pradesh	"	52.1	14.5			
Rajasthan	"	34.1	8.2			
Uttar Pradesh	"	110.9	30.4			
		292.1	81.7	2423	8.30	29.66
Andhra Pradesh	Telugu	53.4	16.0	389	7.28	24.31
Assam	Assamese	19.9	7.4	222	11.16	30.00
Gujarat	Gujarati	34.0	14.9	635	18.68	42.62
Karnataka	Kannada	37.0	14.2	580	15.68	40.85
Kerala	Malayalam	25.4	17.6	832	32.76	47.27
Maharashtra	Marathi	62.7	29.7	1232	19.65	41.48
Orissa	Oriya	26.3	9.0	373	14.18	41.44
Punjab	Punjabi	16.7	6.8	308	18.44	45.29
Tamilnadu	Tamil	48.3	22.1	1393	28.84	63.03
West Bengal	Bengali	54.5	22.3	1083	19.87	48.57
India — Total		683.8	238.0	16623	24.31	69.84
India — Average						

government thought of measures to improve the Indian publishing industry, particularly regional language publishing, so that it can render fruitful service to the reading public.

First, the National Book Development Council, in which most of the publishers have no confidence as it has not come up to the expectations of the industry, should be reconstituted. The reconstituted council should represent all the segments of the industry, viz., small, medium and large publishers, regional language publishers, educational book publishers, etc. Any reasonable proposals made by the council should be accepted and implemented by the ministries concerned. The state governments must also consider the establishment of State Book Development Councils similar to the National Book Development Council for the exploration of both conventional and unconventional channels for book distribution. The state-level book

development councils should act in coordination with the National Book Development Council.

Secondly, incentives should be provided for the promotion of co-operative credit societies among the publishers in all the regional language publishing industries in the country. The proposed credit societies should help the publishers, especially the smaller ones, tide over the working capital crunch by extending adequate financial assistance to them.

And, lastly, considering the benefits that may accrue to society by imparting higher education in the mother tongue, the state governments should attempt a medium change-over, at the university level, from an alien language to the mother tongue. Before attempting such a medium change-over the state governments have to develop simple and standard, scientific and technical terminologies in their regional languages of the respective regions.

Book Publishing in Kenya

J. S. MUSISI*

Publishing in Kenya was preceded by printing which was established in 1875 by the Christian missionaries who came to the country to eradicate slavery practised by the Arabs. By 1887, the Church Missionary Society, popularly known as CMS, had set up its headquarters at Freetown on the mainland of Mombasa. Its main occupation was translation of Christian literature from English into Kiswahili and other African languages. It was the CMS which first ventured into the publishing of newspapers when, in 1895, it came out with the *Taveta Chronicle*. In 1895 Kenya was declared an "East African Protectorate." This was a period during which many historical events took place. The Uganda Railway was about to be completed, as a result of which the population of European farmers and Asian traders began to increase by hundreds, particularly in Mombasa and Nairobi. Consequently, the demand for reading material providing general information about the country and what was happening in it began to rise. This gave way to the establishment of newspapers. In August, 1899, the *Uganda Mail* became the first newspaper to be published and soon it became very popular. Unfortunately it set itself to criticising a very wealthy and important Indian, A.M. Jevanjee, as well as officials of the East African Protectorate. Jevanjee decided to finance a rival paper, the *African Standard* which he launched on November 18, 1902. Within two years of rivalry, the *Uganda Mail* was went bankrupt. The issue of August 20, 1904, of the *African Standard* claimed that it was "the

only newspaper published from East Africa and Uganda". Jevanjee sold the newspaper in August, 1905, after achieving his aim, namely, silencing the *Mail*"¹.

The Government Printer, which published all official reports, was also established in 1895 in Mombasa and published its first official gazette for the East African and Uganda Protectorate in 1899, and later changed its title to the *Kenya Gazette* in 1957.

Commercial Publishing

Like printing, commercial publishing was also started in Kenya by the CMS when it appointed Charles Richards in 1935 as Manager of the CMS Bookshop from Britain. The bookshop mainly distributed books to its branches throughout the country which were supplied from Britain. By 1939, when World War II broke out, many Africans knew how to read and write and this created a demand for more and more books. The war in Europe had made it very difficult for books to be supplied to Kenya regularly. Consequently, Richards recommended to the CMS management to set up a publishing enterprise to be financed from profits which had been made from the sales of books sold by the bookshop. The aim of the publishing house, Ndia Kuu Press, was to produce books locally with increased African participation. Here, then, was a case in which a publisher set up business without a printing press, unlike earlier ventures which started as printers of newspapers or magazines and later became publishers.

Ndia Kuu Press made a policy of

encouraging local printers by having its books printed by them and it particularly used W. Boyd and the *East African Standard*. By 1947, the CMS Bookshop was reported to have published 350,000 books in eight languages. Of these 250,000 were sold. By the following year, 1948, the Press had published 3,000,000 volumes most of which were popular educational and religious books in Kiswahili and other African languages which had previously been published by overseas concerns from whom it had obtained local publishing rights. In addition, Ndia Kuu Press also published its own original manuscripts. Its success indicated the need for literature by the African population. Many Africans who had returned home after participating in the World War had flocked into Nairobi and Mombasa towns demanding reading materials.

1945 was a period which witnessed an influx of Africans from rural to urban areas. The reason for this urban mobility was that during the war many Africans were conscripted into the military to fight for the British which gave them the opportunity to travel outside East Africa for the first time. Subsequently, they mixed freely with the Europeans as they shared the same facilities while fighting side by side with them on the battlefields. Thus, the Kenyan came to see the white man as just another human being. Indeed, 1945 was a watershed in the growth and development of African nationalism. The demobilized Africans had the courage to look at Europeans with self-confidence and

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dignity. As a result there arose mass political movements under a leadership that was determined to replace the minority colonial rule with an African majority rule. The enlightened Africans of the time regarded education as the means of achieving African greatness.

The African nationalists founded organisations like the African Workers Education Association and the African Study Union, which made the African Governors of East Africa (Kenya, Uganda and Tanzania) realise the Africans' needs. A meeting was convened of the East African Governors' Council in Nairobi at which the question of providing reading materials for Africans was examined. At the end of the meeting Mrs. Elspeth Huxley was commissioned to tour East Africa and recommend what the governments of the region should do to improve the supply of books and magazines for the African reading public.² At the end of her tour, Huxley submitted a report in which she recommended the formation of an East African Literature Bureau with the following functions:

1. Publish books for Africans for general reading and educational purposes, in English and African languages;
2. Edit and publish popular magazines;
3. Encourage and assist African authorship;
4. Assist in the development of book distribution; and
5. Establish and administer a lending library service for African readers.

The report was accepted. Charles Richards' work having been recognised, he was appointed adviser to the governments on literature for Africans. As soon as he occupied the position, he proposed an organisation to stimulate production of books and other publications for the African populations of the region. He also

advised that publications should be restricted, in the first instance, to the Kiswahili and Luganda languages and later extended to cover the other African languages. The East African Literature Bureau was formed in 1947 with Richards as its Director, a post he held until April 1963 when he retired to take up the post of Manager of the Oxford University Press.

East African Literature Bureau

The East African Literature Bureau adopted the imprint of the "Eagle Press" with the distinctive design of a flying eagle. The Bureau encouraged other commercial publishers to produce books for East Africa. In some cases, the Bureau books were very similar to what was issued by Ndia Kuu Press. It took over publishing rights from overseas publishers in some cases but also published original manuscripts. The Bureau encouraged formation of literature committees in different languages and stimulated authorship through writing competitions.

By the end of 1949, the Bureau had published 46 titles in English and 11 in African languages. It had also assisted 23 other publications issued by other commercial publishers. By 1952, the Eagle Press had 281 titles in 16 different languages to its credit, represented by some 916,000 volumes of which they had sold 367,000 copies. It had also assisted in the publishing of another 127 with a total of about 300,000 volumes. By 1956, the Bureau had published over 350 titles, with a total of one and three quarters million volumes. Fifty of its titles had a print-run of 330,000 copies.

Publishing Scene

Kenya has one of the most developed publishing industries in East and Central Africa. It reached its peak in 1976 with a high output of new titles and an export turnover

almost equivalent to that of imported raw materials. Growth in its exports was, however, halted in 1977 when Tanzania closed its common border with Kenya, making it impossible for Kenya to export, not only to Tanzania itself, but, more damagingly, to the regular markets to the south, especially Zambia and Malawi.

There are eight major publishers operating in Kenya today: Baptist Publishing House (East African Publishing House closed down in 1987), Evangel Publishing House, Heinemann Educational Books (EA) Ltd., Kenya Literature Bureau which succeeded the East African Literature Bureau, Jomo Kenyatta Foundation, Longmans (K) Ltd., Oxford University Press and Uzima Press.

Longmans is one of the earliest commercial publishers to have been set up in Kenya. In the 1940s it opened its liaison office. In 1950 Longman Green appointed Ian Colart as its resident representative in Nairobi, but continued to have all its books for the East African market published in Britain. It was not until 1963 that Longman seriously started taking over the publishing of titles previously issued by its parent company. By 1965 the Nairobi office of Longmans, which had become Longman Kenya, was issuing nearly all the new impressions of books required specifically for the East African market. Longmans' publishing has concentrated on educational books issuing mainly supplementary readers in both English and Kiswahili as well as special course books such as the well known Pivot English Course and Highway Arithmetic. Collaboration between Longmans and the Kenya Government was further strengthened in 1968 when Longmans was chosen to produce the Tujifunze Kusoma Kikwetu (FKK) Course, an ambitious language and reading scheme published simultaneously in 15 national languages. Today, the company publishes at all levels

— primary, secondary, high school and university — both in Nairobi and London. Longmans distributes its own books as well as those of other UK companies it represents (including Penguin, Churchill-Livingstone, Oliver and Boyd, Ladybird).

The East African Publishing House was set up in 1964 when the East African Institute of Social and Cultural Affairs felt that the East African Literature Bureau and the Government Printer, which were government owned, censored publishing firms. There was need for a publishing concern which could cater more satisfactorily to the requirements of the local people and mirror the African heritage without external direction. This brought into existence the East African Publishing House in February 1965. From the outset, the EAPH went about looking for local authors, in many cases taking more risk than other publishers and in many instances having to do considerable editorial work. The big advantage with EAPH was that the Institute had eminent scholars and authors from whom it could get editorial assistance and authorship. Like the other publishers, the EAPH started with primary school supplementary readers and during its earlier period assisted in the preparation of the school books being published by the Jomo Kenyatta Foundation. Within ten years, it became the single largest publisher of titles in East Africa.

The Jomo Kenyatta Foundation was established by the Government in 1965. As all primary school course books are written by the Curriculum Development Centre of the Kenya Institute of Education, which is part of the Ministry of Education, the Government set up the Foundation to publish them. It also had a monopoly of issuing primary school course books. The main aim was to minimize the Government's reliance on

foreign commercial publishers who had previously performed this function. The profits generated by the Foundation were to be spent on scholarships for needy students throughout the Republic. Today, the Foundation is the second largest publisher in Kenya, enjoying a monopoly at the primary school level in government designed courses in Mathematics, English, Kiswahili, and Science. Unfortunately, however, the Foundation has not lived up to its promise of producing books of reasonable quality at prices more competitive than those of commercial houses. This is in spite of the fact that the Foundation does not pay royalties. It only offers a trade discount of 15% on books.

Oxford University Press is one of the big three commercial publishers in Kenya. It opened its office in Nairobi in 1954. Like the other overseas companies, OUP concerned itself mainly with sales matters and procurement of profitable manuscripts for publication in London. The company enjoys a sizeable monopoly of the dictionary market, both English and Swahili, and, in addition to the peak courses, it also publishes religious textbooks and readers at primary and secondary levels. OUP also represents Cape, Faber & Faber, Routledge & Kegan Paul, Bodley Head, Chatto & Windus, as well as a number of university presses in both UK and USA.

Heinemann Educational Books is one of the most active publishers on the Kenyan scene. Established in Kenya in 1968, it specialises mainly in text-books at secondary, high school and first-year university levels. It has a strong Kenyan fiction list in English, Swahili and other national languages. Heinemann also represents Collins Educational, Bell & Hyman, Blackie and Chambers.

Kenyan Literature Bureau (KLB) succeeded the East African Literature Bureau (EALB) in 1979. Following the collapse of the East African Community in 1977, the EALB was dissolved. The Kenyan branch was later absorbed into the Ministry of Education and continued to publish, albeit on a small scale, as a government department. At present the Bureau receives a government subvention, but it aims ultimately to generate its own capital and become self-financing. It appears as if, like its predecessor, it will specialise in publishing in the neglected but vital areas that do not normally appeal to commercial publishers.

Engel Publishing House, Uzima Press and Baptist Publishing House publish religious materials and deserve mention because they have issued more titles per year than all other Kenya publishers put together. Admittedly, a fair proportion of them have been pamphlets, and have not been marketed through the normal trade channels. But these publishers do have their own infrastructure for getting books deep into the rural areas, and they supplement their chain of bookshops with visits by their staff and agents. A common feature of these religious houses is that they print, publish and distribute their own books. Other publishers worth mentioning are: Evans Brothers (K) Ltd., Macmillan (K) Ltd, and Nelsons, which are branches of international publishers with some quite popular courses at primary and secondary school levels; Mowa Transafrica Book Distributors, Shungwaya, Foundation Books and Bookwise.

In his prolific publications, Henry Chakava states that text-books are the bread and butter of Kenya publishing, and that the two important book markets which publishers in Kenya have to satisfy if they are to remain viable are the educational market, at

both primary and secondary levels, and the university level market.³ Doreen Anyona, on the other hand, states that Kenya suffers from a lack of adequate infrastructure in the economy to support the development of indigenous publishing activities, that publishing in Kenya is dominated by foreign multinationals⁴; while Fred Ojenda points out that the small number of Kenyans who can read and write English and Kiswahili are a big problem for the publishing industry in Kenya.⁵

Growth of Publishing

Growth of publishing in Kenya depends on the demand for primary and secondary school textbooks, as the number of textbooks published in a year amounts to one-third of the total number of books. However, for textbooks used in secondary schools and universities for the science subjects — biology, chemistry and physics — Kenya relies almost entirely on books and journals from abroad, mainly UK. As for books on arts subjects — geography, history and religion — the branches of multinational publishers operating in Kenya developed specific courses to meet the requirements of Kenyan syllabuses. The books are either printed abroad and imported into the country or, quite often nowadays, developed abroad and printed in Kenya. In the case of language, literature and Kiswahili, Kenyan publishers have made available suitable courses. At higher school certificate and university levels, most of the textbooks are imported from the UK with a limited number obtained from the USA and India.

During the 1970s, Kenya saw on its book market a number of books for general reading. These books dealt with such popular topics as romance, crime, espionage, and adventure. These offered entertainment to the Kenyans who had drifted into the urban areas and had no money to spend in drinking bars,

night clubs or cinemas. Unfortunately, however, this kind of publishing is no longer as much in demand as it was then. The market for such books has diminished, probably because people's earnings have not kept pace with the rate of inflation. In schools, the book allowance per primary school pupil, reported to be around KSh. 20 per year, has not been revised since the 1970s. The secondary school book allowance is reported to be KSh. 85, while trainees at the teacher training college receive KSh. 150 and university students get an average of KSh. 8,000 to 10,000. To complicate matters for the government the number of primary and secondary schools is constantly increasing. In 1986, for example, there were 14,000 primary schools, 3,000 secondary schools, 20 teachers training colleges and four universities. They represented five million children in primary schools, 500,000 in secondary schools, 20,000 in teacher training colleges and 10,000 in the universities.

Educational System

Another complication for the publishing industry is the new system of education which is commonly known as the 8:4:4 system of education in which many more subjects are taught than ever before, subjects which demand that pupils buy their own books or schools develop well equipped libraries. Books which are developed at the Kenya Institute of Education and published by the Jomo Kenyatta Foundation cannot satisfy the schools' demand especially as the Foundation fails to publish some of the urgently required books on time. There will therefore be need for a clear understanding and shared responsibility in the publication of books between the government owned publishers and foreign publishing firms. Books for children going to nursery schools have been neglected and most of the books are

imported, yet no child in Kenya is admitted into a primary school if he has never stepped into a nursery school.

Children's books are difficult and expensive to produce. They require good illustrations, full-colour printing and tough binding. Publishers in Kenya find it very difficult and risky to publish in this area because it is the parents who solely buy books for their children since nursery and pre-primary schools are neither government-owned nor government-controlled, not do nursery school follow any published or official syllabuses. This kind of situation makes it very difficult for publishers to know and guess the kind of books to be preferred. The Government has made the situation even more complicated by stating that English, Kiswahili and the mother tongue be used at the nursery schools. This presents an insurmountable problem to authors and publishers when planning to produce books for nursery classes. To remedy the situation, the Government will need to intervene by ploughing in some funds as subsidy to publishers to enable them to develop children's books. The government will also need to guarantee to purchase a minimum quantity of books to be supplied to schools. It should be realised that a sound reading public is one where reading habits have been built and encouraged from the nursery school level.

As for scientific and technical books and journals, the Government will be required to encourage university lecturers to go into authorship. Moi University is venturing into desk-top publishing through which lecturers will be encouraged to get their lecture notes published. This will be used later as a springboard to commercial publishing. Two books have so far been published and several are in the pipeline. The University of Nairobi is understood to be struggling to

produce some books in the same way.

Books published on the Indian continent are much cheaper than those bought from European markets. Since the system of education in Kenya is similar to that of India, ways and means should be found for collaboration in the publishing industry to enable Kenya to get access to cheaper published books.

Authorship

Before independence, English was the national language of Kenya. It was the official medium of instruction in schools, and was the language in which the government conducted its business. After independence, however, English remained the official language, but Kiswahili has become the national language. The mother languages, however, have remained the languages of instruction in the rural schools. Language therefore presents a problem, and a much bigger problem for authors who wish to write books. The number of people buying books does not make it viable.

Fred Ojienda states that the limited number of Kenyan literates in languages other than English and Kiswahili makes it impossible to think of publishing in Kenya's other languages.⁶ Kenyan authors and publishers are having to write and publish in English, Kiswahili and the various mother tongues. This process is very expensive and it puts additional stress on an already small market. What needs to be done, however, is for the Government of Kenya to train textbook writers on the lines of those teachers who belong to the panel of writers appointed and guided by the Kenya Institute of Education. These authors should be given incentives. The Government should hold seminars of

would-be authors which should be attended by publishers so that Kenyan authors are informed about the rights of authors, and the benefits and functions of publishers.

Translators

Kenya does not have a body of translators, yet, as we have seen, the early publishers, the missionaries, survived on translations alone. As a result of this, most of the translation works available today are of a religious nature, mainly small pamphlets produced and sold at subsidized prices or given away free. Here again, the Government should guarantee the purchase of a minimum quantity of all works of fiction published, including children's books and translations, and to supply them to schools and public libraries as it did with the school textbooks.

It should be appreciated that India has a much longer and richer history of the book trade than Kenya. India also has a much bigger population than Kenya. For an author and publisher to survive, he depends very much on the number of copies sold of each title. Many more authors and publishers survive on the Indian continent than they do in Kenya. Thus, Kenya authors and publishers stand to benefit from their Indian counterparts through collaboration. I wish therefore to suggest that a standing committee of authors and publishers from Kenya and India be formed through the National Book Trust of India and the Kenya Publishers Association. The committee should be charged with the responsibility of identifying areas of collaboration.

The Faculty of Information Sciences at Moi University is the only institution so far training people for the book trade. Publishers and booksellers within the Afro-Asian

countries could formulate ways and means of collaboration to enable training of personnel in the book industry through the Faculty of Information Sciences at Moi University.

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Creation of Books — Author Development*

ASANG MACHWE

The importance of authors in the creation of books is well recognised. If the countries of Africa and Asia are to move towards greater intellectual self-reliance development of authors will need to be given a very high priority. Without sufficient commitment to author development creation of books will seriously suffer.

The countries of Africa and Asia are faced with a massive challenge of having to educate large populations. Besides providing the means for creating and retaining literacy it is increasingly becoming necessary to make available books which will provide relevant information and ideas for development. We continue to see great dependence on imported materials, which are neither relevant to local/regional issues nor do they offer an understanding of specific Afro-Asian problems. There is a great need, therefore, to develop local and regional authors to take up creation of books to fulfill the rapidly growing information needs.

If we look around the countries of Africa and Asia, with the possible exception of a few countries, we find that not only has local authorship not developed but dependence on intellectual capital from outside the region is increasing. In many countries while there is some form of local authorship in respect of creative writing there is hardly any authorship for books which deal with educational and reference materials. As a result of this phenomenon it is not surprising that millions of people educated on borrowed ideas and concepts continue to remain intellectually dependent. The time has come to create intellec-

tual self-reliance amongst 80 percent of the world's population which lives in Africa, Asia and Latin America. And, to do this local authors will need to be developed in a more purposeful manner.

It is admitted that authors cannot be trained in writing just as we can train school teachers, mechanics, etc. There are people who have an ability or an urge to express their ideas and to convey information in writing. Hence, when we talk of author development it really means *providing the necessary motivation, and appropriate opportunities for tapping the authorship potential that already exists in all societies.*

In the Afro-Asian region we have, unlike in many developed countries, a strong and growing market for books. There also exists a vast and untapped authorship potential. Finally, we also have the ability to publish properly priced books relevant to local needs.

Practical Means

As I see it, the following practical measures need to be taken by publishers to promote Afro-Asian authorship:

1. Publishers can and must undertake to do ongoing research for assessing the rapidly changing information needs. Publishers should, based on this market research, locate suitable authors to fulfil such information needs. In other words, Afro-Asian publishers should desist from the temptation of locating local authors to duplicate existing material.
2. Publishers should extend full

support to authors in the development of their manuscripts. This would include material support for manuscript preparation.

3. Publishers should pay royalty to authors promptly and fairly.
4. Publishers should get manuscripts reviewed and evaluated so that books when published are superior to books which are hitherto available.
5. They should undertake aggressive marketing of locally authored books.

To sum up, it is essential for publishers to provide authors with financial and intellectual stimulus for writing books.

Since most publishers in the developed world are not particularly concerned about publishing the works of authors in the developing world it has become important for Afro-Asian countries to create a framework which will improve cooperation amongst us. There are many countries in Africa and Asia which now have a strong publishing infrastructure. These countries should take the lead in taking up the publication of books authored by writers from other countries in the region. There is also a need to examine existing copyright laws very carefully as these are not beneficial to the developing world. For this purpose, there is a need to look at the possibility of having an Afro-Asian Copyright Convention. The present copyright laws advocate disproportionate changes for copyright transfer and are aimed at promoting a one-way flow of information.

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* Being the text of a paper presented at the Afro-Asian Publishing Conference, New Delhi, Feb. 18-20, 1990. The author is Managing Director of Wiley Eastern Ltd.

Problems of Indian National Bibliography

P.K. GARDE

SIMPLY defined, the national bibliography of a country is a systematic record, compiled and issued at regular intervals by a designated national agency, of the entire published output of that country. In order to enable the designated agency to fulfil its responsibility satisfactorily, a basic precondition is the creation of a system whereby publications intended to be recorded in the bibliography are made routinely and promptly available to it.

The most practical and effective way to ensure this is by enacting appropriate legislation to secure the obligatory deposit, in the national library or elsewhere, of at least one copy of every book or other publication published in the country. Most of the 90-odd countries which currently produce national bibliographies have "legal deposit" legislation on their statute books.

When India decided to launch her national bibliography, the Delivery of Books (Public Libraries) Act was enacted in 1954, and amended in 1956 to include newspapers and periodicals in its ambit, and simultaneously the Central Reference Library (CRL) was established at Calcutta to act as the national agency responsible for the compilation of the bibliography. The maiden issue of the *Indian National Bibliography* (INB), compiled by the CRL, was published on August 15, 1958.

However, during the 30 years of its existence, the INB's track record has been anything but commendable, mainly on two counts: first, it has consistently failed to cover more than a mere 50 to 60 per cent of the country's total published output in any given period; and, secondly, it

has dismally failed to be regular in its publication.

The source of these failures, both of which utterly dissipate its value as a national bibliography, may be traced to a single factor, namely, the decision made at its inception to centralise INB's compilation in order to produce a single, monolithic bibliography. It was decided that the bibliography should cover all languages (the INB records books published in 14 major Indian languages) in a single sequence (hence the epithet "monolithic"), and, to make the collocation feasible, all Indian scripts were to be transliterated into the Roman script.

Centralisation Factor

Consider how centralisation has allowed as much as 40 per cent of current publications to elude the legal deposit obligation. The Delivery of Books Act makes it obligatory for every Indian publisher "to deliver at his own expense a copy of every book published by him to the National Library at Calcutta" where it would be used by the CRL to prepare the INB, and defaulting publishers are punishable with a fine.

The National Library has now abjectly admitted its inability to oblige publishers, scattered all over the country, to comply with the provisions of the Act. "Thirty years have elapsed since the promulgation of the Act," says its Director, "but we find the results are not very satisfactory."

They could hardly be otherwise in a country the size of India, where the publishing industry is still largely unorganised and individual publishers, large and small alike, are not enlightened enough

to appreciate that the costs incurred in supplying their publications *gratis* to the National Library would be more than compensated by the advantages of getting them announced in the national bibliography.

Until the supervision of the Delivery of Books Act continues to be centralised and vested in a single agency, it is futile to expect its enforcement to be more than haphazard and the INB would consequently always remain a bibliography of publications supplied only by law-abiding publishers.

Consider, secondly, how the adoption of Romanisation for Indian scripts has caused repeated breakdowns in INB's publication. In the words of its General Editor, "Printing of the INB has been a perennial problem since its first appearance in 1958, because of the complicated nature of the job which involves innumerable diacritical marks, punctuation marks." The result has been that from 1968 through 1970, neither monthly issues nor annual volumes of INB were published at all. Publication of monthly issues was revived in 1984, but they appear with inordinate delays. The following table illustrates the highly erratic nature of INB's publication.

Annual volumes

Year covered	Year published
1975	1979
1976	1981
1977	1983
1978	1985
1979	1984
(last published)	

Month
Jan
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Mar
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MAY 1

Monthly Issues		
Month covered	Month published	
Jan 1986	May 1988	
Feb 1986	June 1988	
Mar 1986	July 1988	
Apr 1986	Aug 1988	
May 1986	Sept 1988	
Jun 1986	Oct 1988	
July 1986	Nov 1988	
Aug 1986	Dec 1988	
Sep 1986	Jan 1989	
Oct 1986	Feb 1989	
Nov 1986	Mar 1989	
Dec 1986	Mar 1989	

The highly erratic nature of publication is borne out with stark clarity by the fact that the 1976, 1977 and 1978 annual volumes were published in 1981, 1983 and 1985 respectively, and the last available volume is for 1979; similarly, the January through December 1986 monthly issues were published from May 1988 through March 1989.

The adoption of the Roman script was concomitant to the decision to produce a monolithic bibliography, but it was also sought to be justified on another, almost frivolous, ground. "Without the Roman script," again in the words of INB's General Editor, "the bibliography would have been almost unusable in the West..."

How much use Western scholars have for INB in its present form is better left undiscussed. But need the INB be West-oriented at all? It is germane in this context to remind those at the CRL of what J.C. Downing (a former Deputy Editor of the British National Bibliography on which INB is modelled), whom the Government of India had invited to advise on the reorganisation of the INB, has to say. "By the nature of the materials produced," Downing wrote in his report, "she (i.e. India) must be concerned with the absorption of its production within its own community."

Downing is quite clearly hinting that the bibliography should be

prepared primarily with Indians, and not Westerners, in mind. CRL must also take cognizance of the act that for the past many years, Westerners have access to a superior alternative to INB, namely, *South Asia: Accessions List* issued by the New Delhi Office of the U.S. Library of Congress) which, albeit selective, is far more inclusive and up to date than INB ever has been.

It is not as though the decision to produce a monolithic bibliography had necessarily to be taken because no other plan had been mooted. The late Dr. S.R. Ranganathan who, more than anybody else, was instrumental in putting India on the world library map, had meticulously worked out and presented a scheme suggesting that INB should consist of independent, but coordinated fascicules for each of the languages in which books are published. The responsibility for compiling the language fascicules in the script of the language for compiling the language concerned was to be vested in the Central Libraries (or their equivalents) of the respective States.

Lesson to Learn

Centralisation was not anathema to Ranganathan, but he saw the need for it only at the final stage to eliminate "the element of heterogeneity incidental to decentralisation." He found himself vindicated within a year of commencement of the INB, as several State Governments initiated the publishing of "language bibliographies" in the script of the language concerned.

They tantamount to his concept of language fascicules, but with a vital difference: they have an umbilical relation with INB as they are based on INB data and are prepared by the CRL and not by the State Central Libraries. Consequently, they inherit both the drawbacks of INB— incompleteness as well as erratic publication.

Ranganathan's scheme would have

steered clear of both the major problems which have plagued INB throughout its existence Books published within a State are likely to reach its Central Library much more quickly and unfailingly than to the distant National Library, and enforcement measures too are more likely to be both expeditious and effective. "The Delivery of Books Act," says one of CRL's staff members, "has virtually been a failure. Regional collecting centres would have enabled more close liaison between publishers and the collecting authority." Regularity in publishing would have been easier to achieve as the facility for printing linguistic fascicles would be abundant in the States concerned.

How do some other countries, which share the problems of multiplicity of languages and scripts with India, prepare their national bibliographies? Sri Lanka's national bibliography is organised in three distinct sections — Sinhalese, English and Tamil, and the script used in each section is of the language concerned. Since 1972, Singapore has abandoned transliterating Chinese names and titles in the Roman script with the express purpose of speeding up publication, and her national bibliography is now organised in two separate sections — Chinese and English — in the scripts of the respective languages.

India has a lesson to learn from these examples as well as from her own experience over the last 30 years. The lesson, simply, is that unless the compilation of INB is decentralised and vested in the various State Central Libraries (or their equivalents), and at the same time restructured on a linguistic basis with the use of local scripts, soon enough and without prevarication, its value as a "national" bibliography would be totally obliterated.

Courtesy: *The Hindu*
Madras

The Publisher and the Law

M.L. AHUJA

Is publishing a profession without any restrictions? Can the publisher bring out whatever he likes? Can the Government, other publishers, authors, or even entirely unknown persons attempt to put him in trouble and collect damages from him if he does what he likes? The rule of law is meant to ensure liberty, equality and justice in the relationship between man and man. Publishing as a profession is governed by it.

Publishing is a responsible activity. The publisher should scan a manuscript carefully before accepting it for publication to determine if it could give rise to any civil or criminal suit. Even in the case of a novel, he must give thought to whether the supposedly fictional characters might be identified with any real persons, and, if so, whether the characterisation might falsely damage their reputations. Some types of publications are considered sufficiently evil in their impact on society so that anyone publishing them can be charged with a criminal act.

The publisher has to take care of national and international laws, not to speak of the minor statutory enactments regarding his conduct *vis-a-vis* the government and his employees. In addition to the statutes applicable to business in general, like the Shops and Establishments Act, the Employees Provident Fund, the ESI, and the Contract Act, there are laws peculiar to publishing. These include laws on copyright, libel and obscenity.

Copyright consists in the sole right of printing or otherwise multiplying copies of any book, lecture, dramatic or musical work or work of art. Copyright subsists also in papers set at university examinations. (*University of London Press vs. University of Tutorial Press, 1916.*) The word

'copyright' does not connote a right or licence to copy freely. On the contrary, it is a negative right to prevent others from copying the physical material existing in the field of literature and arts. Any interference with the rights of the owner is an infringement and may give rise to a civil or criminal action. The wrongdoer must account for each copy of his work sold and pay the amount of profits which would have resulted from the sale of copies of the plaintiff's work.

To combat piracy, infringement of copyright has been made a cognisable and non-bailable offence under the provisions of the Copyright (Amendment) Act 1984, which came into force on October 8, 1984. Accordingly, an act of infringement attracts imprisonment up to a period of three years with a minimum fine of Rs. 50,000 or six months' imprisonment. Copyright vests with the author but it can be assigned further. As provided in Sec. 19 of the Copyright Act, an assignment of the copyright has to be in writing and must be signed by the author or by his duly authorised agent. It is an 'economic offence' so that the period of limitation provided for in the Code of Criminal Procedure 1973 for offences will not be applicable to it.

As long as an author has independently obtained his ideas, however much similar they may be to those of others, he is entitled to copyright. It is the individual act of creation which is entitled to protection, even though the author's mind may work in exactly the same way as someone else's. As long as it is purely a matter of coincidence that two minds have but a single thought and manner of expression, each work, created by the author working independently, constitutes a

separate copyright. The locale, the theme, the general idea for a character—all these may be borrowed. But not their development and forms of expression. The courts have held that those who write history are adding to the storehouse of knowledge from which all may help themselves, provided they do not steal the actual expression of the ideas set forth. The respondent can be protected on the principle of "fair use". A verbatim copy can be used if the copying is done for, what the courts may determine, is a legally approved purpose, such as scientific advancement or dissemination of scientific knowledge. A copyrighted scientific work showing the development of hydrogen bomb can be quoted at length in another scientific work.

What a book publisher has for sale is ideas—some lofty, some sordid, some expressed in poetic imagery and some in slang. The fundamental principle in law is the constitutional guarantee of freedom of speech and expression under Article 19. But words are weapons. They can sting, shock, humiliate, injure reputation, destroy a business, or incite violence. Thus, though the objective of a free press stands as a touchstone in deciding whether the publisher's rights should be restricted, the law strikes a balance between the interests of freedom of expression and injuries some types of publications may cause by imposing limitations on it.

Books have been banned for reasons of state, religion and sexuality. Religion and sexuality have been the most sensitive subjects, as is evident from the recent instance of Salman Rushdie's *The Satanic Verses*. D.H. Lawrence's *Lady Chatterley's Lover* continues to be banned in India due to its sexual flavour. In view of such

possible irritants, the freedom of speech and expression is restricted under Sections 292 and 293 of the Indian Penal Code which prohibits the sale of 'obscene' publications. Similarly, any publication which has the effect of portraying commission of offences, acts of violence and cruelty or incidents of a repulsive or horrible nature is an obscene publication under the provisions of the Young Persons (Harmful Publications) Act, 1956.

An obscene publication has been defined under the Obscene Publications Act as one which tends "to deprave and corrupt persons who are likely, having regard to all relevant circumstances, to read, see or hear the matter contained or embodied in it."

Defamation and Libel

Defamation has been defined as the publication of a false and defamatory statement concerning another person without lawful justification. Such a statement is calculated to injure the reputation of another person or tends to injure him in his office, profession or trade. If the defamation is published in writing, printing, carving or in some permanent form it amounts to a libel. A libel is generally actionable *per se*, that is, without proof of damage. In India, libel is a criminal offence. Publishers have been held responsible for damages for publishing a libel, that is, a false statement which injures the reputation of or holds a person up to shame or ridicule.

Generally, in order to ascertain whether the statement concerned was defamatory or not, the presumption is that the words are understood in their natural and ordinary meaning. If the defendant proves the truth, it will be a complete defence even if the words were published spitefully or maliciously. (*Lachmi Narain vs. Shamboo Nath*, AIR 1931, All. 126) The law does not allow damages for injury to character or reputation which one does not possess. (*McPherson vs. Daniels* (1982). In criminal cases the truth is defence only when the truth is stated

for public good. (sec. 499 IPC). If, however, a person attributes a special meaning to the words used, the burden of proof lies on him to show the special meaning. If a person says that "Mr A is an honest lawyer", although the words in their natural and ordinary meaning are not defamatory, Mr A may show that these words were spoken ironically or sarcastically and that in fact the imputation conveyed was that Mr A is a dishonest lawyer. The burden of proving such an innuendo or special meaning will lie on A.

In libel, the plaintiff must prove publication, that is, the statement was made known to some third person. The publisher, along with the author and the printer, however, can escape liability if he proves that (a) the statement made is true in substance, and (b) it is a legitimate criticism, not amounting to a tort.

The Right to Privacy

By making unauthorised commercialisation of a person's statement or picture, a publication can invade the right to privacy without being in any way either discreditable or false. Attack on privacy consists in exposure and publication of a person's experiences or life story. If the plaintiff has been unnecessarily exposed to hardship the courts are necessarily inclined to protect his right to privacy.

To cite an instance, if a publication containing true crime stories exposes a woman's past criminal conduct after she has been rehabilitated and has gained a reputation for respectability, she can win a privacy action not because, as in libel, the account was untrue, but because it can be held as an unnecessary violation of her privacy.

Seditious, obscene and blasphemous publications are considered criminal. Seditious publications are those publications that threaten the government by advocating its overthrow, or interfere with the national safety in war-time by obstructing recruitment, etc. However, the only criminal

offence which finds many publishers in the clutches of the criminal law is obscenity. Many courts in the world still preserve the Hicklin test of obscenity stated by the Chief Justice in the USA in 1863: whether the book has a "tendency, to deprave and corrupt those whose minds are open to such immoral influence and into whose hands a publication of this sort may fall." Judges take into account the fact that "the hands" into which the book might fall might be those of the "average less sophisticated member of society, not to mention the adolescent", and feel that they must not "disregard the protection of the susceptible".

The judge who held *An American Tragedy* obscene said he was particularly mindful of children, believing they might read the "obscene" passages along with the concluding passages showing the wages of sin. However, in the famous case of James Joyce's *Ulysses* in 1930 the Court of Appeal took a liberal view and held that the book must be viewed as a whole and that the "same immunity should apply to literature as to science, where the presentation, when viewed objectively, is sincere and the erotic matter is not introduced to promote lust and doesn't furnish the dominant note of the publication." In 1960, Penguin Books Ltd. in London were held "Not Guilty" for the publication and distribution of D.H. Lawrence's *The Lady Chatterley's Lover*. In his judgement, Justice Bryne said, "Lawrence was concerned with the nature of proper marriage between Lady Chatterley and her lawful husband." He agreed with the witness, Mrs Joan Bennet, that "it is not wholly about sex" and that Lawrence is "clearly interested in social questions in the book". But in *Ranjit D. Udeshi vs The State* the Bombay High Court (1962) held the novel "too phallic for the gross public." In 1965, the Supreme Court of India supported the contention of the Bombay High Court. Therefore, its import and distribution in India has been banned.

Author Profile

Shashi Deshpande: "I am Concerned with People"

STANLEY CARVALHO

SHASHI Deshpande, the Indian novelist who writes in English, is not a writer to gain fame as the seer of an age or genre and who consciously wants to live in prosperity. She just writes because of the "overwhelming satisfaction that creative expression allows". She possesses a facility with words that allows her to express herself in fiction.

Author of five novels, four children's books, four collections of short stories and four collections of stories for children, Shashi began writing rather late in life. "It was in my thirties, after having two children, that I began writing. We had been to England and on our return my husband insisted that I write of our experiences. I wrote an article and sent it to a newspaper. It was published.

As if that had released something, Shashi began to write. "I began writing a lot of short stories and several publications accepted them." For the first few years, she wrote "voluminously and very unselfconsciously".

Seeing her children lapping up Enid Blyton, she started writing for children. Though not very original, she wrote *A Summer Adventure*, *The Only Witness* and *The Hidden Treasure*, all on the lines of Enid Blyton, but with an Indian background. Her fourth novel for children, *The Narayanpur Incident*, is based on the Quit India Movement and the role of children in the national movement.

Her five novels for adults are more or less a fictionalisation of personal experience. Sticking to her chosen milieu, she writes of the world she knows and does not venture into ex-

periences alien to her. Her first novel, *Roots and Shadows*, won an award from the Kasturi Srinivas Trust. This was followed by *The Dark Holds No Terror*, *Come Up and Be Dead* and *If I Die Today*. Her latest novel *That Long Silence* is published by the London publishers, Virago.

Though petite and frail-looking, Shashi speaks animatedly. Her reactions are quick, quite sharp and eloquent.

Q: What is your central concern in your writings?

A: It is not an easy question and may take years to think out an answer. But, basically, it is the human predicament. I am always concerned about people, their predicament and moral values. It is a search in every human being; something more than mere mundane life.

Q: Some readers maintain your books are feminist. Do you care to respond?

A: It is debatable whether my books are feminist or not. I hate to write propagandist literature. I think good literature and propaganda do not go together. Any literature written with some viewpoint of proving something rarely turns out to be good literature. Literature comes very spontaneously and when I write I am concerned with people.

Perhaps, being a woman, I find myself sympathising with women. If others see something feminist in my writings, I must say that it is not consciously done. It is because the world for women is like that and I am mirroring the world. I find a lot of men unsympathetic to my writing

and a lot of women extremely sympathetic. This is because the world is viewed in different ways by men and women. Women see a mirror image and men see, perhaps, a deformed image of themselves. However, I must mention that there is no conscious propaganda.

Q: Are your characters autobiographical?

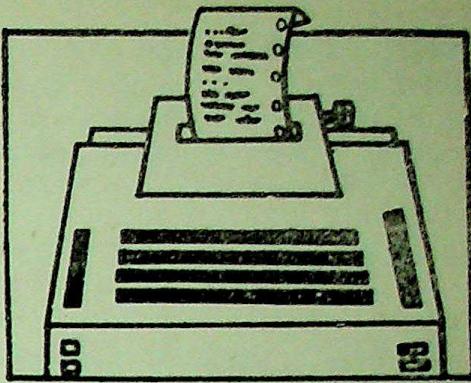
A: Like most authors, all my characters start off from something I've seen in life. But that is merely the take-off point. After that they evolve into their own, quite different from the original. My characters are all human beings one sees in the world around. No supermen, superwomen and so on. Generally, they are from around my world which is a middle-class world.

Q: How do you view contemporary Indian writers?

A: Here, one can be biased. But of the few I have read, I like Anita Desai's books. I like Amitav Ghosh's books too. His *Shadow Lines* was brilliant. The older writers are dated now. I cannot link myself to that kind of writing.

Q: What do you think of Indian writing in English?

A: I am against people who say Indian writing in English is elitist and the writers want to be published abroad. In India we have this sort of inverted snobbery. I think this way of looking at things is wrong and everyone has a right to choose a language.



NEWS AND EVENTS

UGC to Aid Libraries

The University Grants Commission has assured Delhi University that it will progressively meet the deficit in the budgets of its various libraries in the next five years. This assurance was given, according to the Delhi University Researchers Association (DURA), at a meeting of the UGC and the university officials, which included a DURA representative.

The UGC has also decided that in future all duplication of the periodicals within the university library system will be avoided. The finance committee of the university will raise the allocation for books and journals from 4 to 6.5 per cent of the non-planned expenditure. A part of the allocation on books will be met out of the planned expenditure and the government will be approached by the UGC to ensure budgetary cuts on heads other than books and journals.

Tamil Nadu Aid for Purchase of Law Books

The Chief Minister of Tamil Nadu, Mr. M. Karunanidhi, has sanctioned a donation of Rs. 1 lakh on behalf of the Government for purchase of law books for the library of the Madras Bar Association, which is celebrating its 125th anniversary this year.

The donation follows a representation by the President of the Bar Association that the library did not have enough law books to cater to the needs of the lawyers in the city and therefore needed financial assistance.

Postal Tariff Hike Hits Publishers

The increase in postal tariff and hike in paper rates will have an adverse effect on the performance of the publishing industry, according to the Federation of Indian Publishers. Addressing the Press on March 31 a spokesman of the Federation stated that the cost of printing a book, which was already prohibitive, had increased due to the new postal rates introduced by the Government in the 1990 budget.

The reader in rural and other areas, where there are no bookshops, stood to suffer, the spokesman said. Even low price books costing Rs. 10 to 12, ultimately cost the rural population about double the price due to the existing postal rate of Rs. 8 for such books, he added.

Children's Book Competition

The National Council of Educational Research and Training has invited authors and publishers to enter books and manuscripts written or published by them for children in the age-group of five to eight or nine to 15 for its national competition in children's literature.

A Press release issued by the Council said books published on any subject in 1987 and 1988 can be entered for the contest where 36 awards will be given to prize-winning entries in English and all Indian languages. Unpublished manuscripts should be related to the theme of scientific temper and conform to the category of children's literature. The last date for receipt of entries is July 16.

Plea for Hindi Books

Asserting that Hindi is a very rich language which could contribute much to other Indian languages, Prof Pratima Asthana, Vice-Chancellor, Gorakhpur University, has said that this language is the soul and heart-beat of the Indian people. She made these observations while addressing a function after inaugurating a book exhibition organised by the Uttar Pradesh Hindi Sansthan, Lucknow.

Mr. D.P. Sinha, Director of the Hindi Sansthan, said that in the study of scientific subjects the use of Hindi technical words appeared to be difficult only for want of practice. He said words of different languages, including English, Latin, French and German, which were used presently, were much more difficult but the practice had made them easier.

Prof. N.K. Sanyal, Dean, Faculty of Science, emphasised the need to get original books on science subjects written in Hindi. Prominent among those who spoke were Prof Parmananad Srivastava, Dr. Girish Rastogi, Prof. H.N. Bhargava and Dr. V.K. Srivastava.

Books Approved for Awards

The Lt. Governor of Delhi, Mr. Arjan Singh, has approved 28 Hindi works for literary awards for 1987-88 to be presented by the Hindi Academy, Delhi Administration. Each award carries Rs. 11,000 in cash and a memento. This year, five story books, five poetry books, five novels, three books on satire and nine on miscellaneous subjects have been selected.

Workshops on Literary Translations

The Sahitya Akademi organised a Workshop on Literary Translation in Malayalam at Trivandrum from October 14 to 21 last year. The inaugural session was presided over by Prof. S. Guptan Nair, Dr. K.M. George and Prof. O.N.V. Kurup. Prof. Ayyappa Paniker explained the scope of the workshop. The Akademi invited fourteen participants, including a few veteran translators and writers like P. Madhavan Pillai, Dr. Vinayachandran, C.A. Balan, Neela Padmanabhan, Dr. M.M. Basheer and C. Raghavan. Dr. A.N.P. Ummar Kutty, Dr. Prabhakar Warrior, K.S. Narayanan Pillai, Prof. O.N.V. Kurup and Kadamanitta Ramakrishnan were invited as visiting scholars. The participants read out their translations before the invitees on different dates.

A Workshop on Literary Translation in Kannada was organised at Bangalore from November 6 to 19 under the directorship of Prof. B.C. Ramachandra Sarma. The inaugural address was given by Prof. G.S. Sivarudrappa, President, Karnataka Sahitya Academy, and chaired by Prof. G.S. Siddhalingaiah, President, Kannada Sahitya Parishad.

The Sahitya Akademi organised another translation workshop in Oriya from November 7 to 21 at Bhubaneswar. Fourteen practising translators participated

in the workshop. Dr. D.P. Pattanayak, Dr. K.C. Sahoo and Sri Kishori Chandra Das joined the workshop as faculty members. Prof. B. Das, formerly D.P.I. of Orissa, and Prof. Ghanshyam Mishra of Utkal University delivered extension lectures. Gopinath Mohanty, Jnanpit and Sahitya Award winning novelist, delivered the valedictory address.

A Translation Workshop in Assamese language was organised from November 12 to 26 at Guwahati.

Another Workshop in Marathi language was inaugurated on November 15 by Prof. Gangadhar Gadgil, Vice-president, Sahitya Akademi, at Bombay. Dr. Vilas Sarang, Director of the workshop, gave a vivid outline of the proposed workshop. The workshop ended on 26 November.

A Workshop on Literary translation in Telugu was organised at Hyderabad from December 11 to 24. Prof. B.H. Krishnamurti, Vice-Chancellor, University of Hyderabad, was the director of the workshop. Prof. M. Nagabhushana, Prof. B. Radhakrishna and Prof. B.V.L. Narayanrao participated as resource persons. Prof. Udyot Narayan Singh was co-ordinator of the workshop. Fourteen participants were invited to the workshop.

Workshops on Literary Translation in both Punjabi and Urdu were organised at New Delhi from December 1 to 15.

Calcutta Binders' Agitation

A number of publishers and booksellers have been seriously affected by the "go-slow" policy adopted by binding workers in Calcutta. As a result, for the first time since Independence, many publishers will not be able to bring out new titles on Bengali New Year's day. School-children, too, will not be able to get textbooks at the beginning of the new session.

The CITU-affiliated Calcutta Book Binders' Union has demanded an ad hoc increase of Rs. 100 in their monthly wages, but the binders have agreed to pay only Rs. 50. The workers, who began their "go-slow" stir on April 9, had threatened to go on a three-day token strike from April 18.

Mr Shanti Sarkar, general secretary of the union, said binders had all along neglected their workers, who were finding it almost impossible to subsist on monthly wages ranging from Rs. 450 to Rs. 500. An apprentice worker earned about Rs. 200. He said the union had been demanding a pay hike since 1986.

Book Releases

The following important books were released during the period under review:

What on Earth is Energy? NCERT's first book under its Popular Science series. Speaking on the occasion of the release, Prof. M.G.K. Menon, Minister of State for Education, said it was necessary to produce low-cost, attractive books for children to encourage them to take up the reading habit.

Apni Apni Zanjeer, the 33rd book penned by Dr Satya Pal Anand, who has the unique distinction of doing creative writing in Hindi, Urdu, Punjabi and English, was released by Mr. V.N. Narayanan, Editor-in-Chief of the Tribune group of publications, in Chandigarh.

Ateet Se Baten (Memories of the past) by Diwakar Rahi. The book was released by Dr. Yunatan Singh, Vice-Chancellor of Rohilkhand University.

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Compiled by KRISHAN GOPAL*

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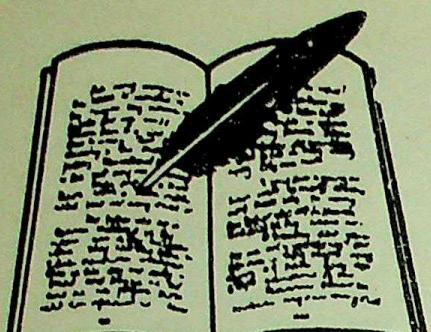
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BOOK REVIEWS

Political Efficacy in Urban India: A Sociological Exploration by Dharam Vir, Classical Publishing Company, New Delhi, 1989, pp. vi+182, Rs. 100

Democracy in India is still at an experimental stage. While the last three General Elections, Assembly Elections and several Bye-elections in the states have amply demonstrated that Indian democracy is on the road to progress, the changing political culture of political parties and sharp political dissensions clearly go to indicate the gradual boiling up of a political volcano that may erupt any time to blow up all the pillars of democracy. The recent mass political resentment and reaction in respect of the Government move to enact legislation to prosecute citizens for causing public defamation of ministers, legislators, prominent persons, authorities, etc., by journalists, newspapers and interest groups is a clear indication of the changing and confused political mood of Indian democracy.

The present exemplary work of the author, based on his painstaking experimental study and socio-political analysis on the relevance of heightening the sense of political efficacy with respect to increasing political

participation and strengthening democracy, may be considered highly significant for political sociologists and political pundits in India as well as in other democracies of the world.

The chief merit of the author of the present research output lies in the fact that he has very convincingly shown that the lower sections of Indian society have gradually acquired a sense of political efficacy, despite the fact that they have all through been considered apolitical by political parties. For long, they have suffered from a sense of political apathy and political alienation. During elections at any level, their political participation has been rather minimal. According to the author this apolitical and apathetical character of the lower sections is fast changing. For this, the author has found the role of increasing political socialisation, political awareness, exposure to the mass media, explosion of education, membership of voluntary organisations, etc. to be most crucial.

The implications of these findings are very clear. If it is sincerely sought to increase the political participation and sense of political efficacy, it will be necessary to strengthen the mass media of communication, in particular. The author has developed sub-

scales to measure the extent of mass media, political awareness, political participation, sense of citizen duty, modernization, political satisfaction, political socialisation and, finally, the sense of political efficacy, which could be profitably used by other scholars of political science and sociology.

The sense of political efficacy is the obverse of the sense of political alienation. While full-scale studies of political alienation have been conducted both in the Indian setting and in the social setting of some European countries, using the extent of the sense of political efficacy as one of the components, hardly any single such study of the sense of political efficacy has been conducted, particularly in the context of Indian democracy. This full-scale study of the sense of political efficacy thus acquires a special significance. The author has attempted to analyse the political culture of Hindu and Muslim lower sections vis-a-vis other sections of Indian society.

Gandhi and Social Action Today by Mercy Kappen (Ed.), Sterling Publishers, New Delhi, 1990, pp. 104, Rs. 100

The radical upsurge of the late

Sixties down, which social change factor by his conviction and spirit for social new cannot solely of ana studies years wroug techn women and Tr for a preser Marxis positiv tradit altema social are g heritage Gane brings contrib theory his c techn advoca and po use of appeal his wi force in the agents huma dimens His l express cularly the pa

Sixties and Seventies has calmed down. Many of the "certainties" which activist groups had in regard to social transformation have since collapsed. The belief that structural changes in the economy will *ipso facto* bring about a change in consciousness has been contradicted by historical experience. So too the conviction held by many that religion and spirituality have no relevance for social action. In the meanwhile, new issues have emerged which cannot be understood or tackled solely with traditional Marxist tools of analysis, as may be seen from the studies that have appeared in recent years on the ecological devastation wrought by modern science, technology and industrialisation, on women's liberation and the Dalit and Tribal movements. All this calls for a renewed effort to evolve a strategy of action which, while preserving whatever is valid in Marxism, will incorporate the positive insights embedded in tradition. In this search for an alternative, several activists and socially committed intellectuals are going back to the Gandhian heritage.

Gandhi and Social Action Today brings into relief the many contributions Gandhi has made to the theory and practice of social change: his critique of modern science, technology and industrialisation, his advocacy of decentralised economy and politics, his harnessing of religion and ethics to political action, his use of age-old symbols as means to appeal to the collective unconscious, his witness to the primacy of soul force over material force, his faith in the ability of the masses to be agents of change and, above all, the humanism that pervaded every dimension of his life and teaching. His limitations too find forceful expression in this volume, particularly in the discussions appended to the papers.

The Eighth Case: Troubled Times at the United Nations by Julian Behrstock, University Press of America, New York, 1987, pp. 201, price not mentioned.

During the McCarthy period of the 1950's, countless Americans in all walks of life were hounded for suspected disloyalty to their country. The origin of this witch-hunting era is traced to a speech by Senator McCarthy on February 9, 1950, in which he alleged that 200 known members of the Communist Party were shaping the policy of the State Department. Already three years earlier under President Truman's Loyalty Programmes more than 2,000,000 persons had been investigated: federal employees, municipal workers, employees in defence plants, school systems, press, radio, television and the cinema.

Soon after this American employees of the United Nations became the objects of scrutiny. The author of this book was one of them, along with seven other international civil servants. His was the "eight case" recounted here. This intensely personal account captures, in the words of John E. Fobes, former Deputy Director of Unesco, "the admirable spirit of the early workers in the United Nations and Unesco". It answers questions such as, what kind of people were the Americans who became "loyalty" cases? What had induced them to join the UN? How were their attitudes shaped by the times they grew up in? What were their lives like during the period of the struggle? What they had in common, Behrstock tells us, was their attachment to the concept of an independent international civil service. He traces the history of the concept: its origins in the League of Nations, its consecration in the UN Charter, its trials during the McCarthy period, its re-affirmation in the verdict of the US federal courts. He also offers thoughtful observations about the present state of affairs at

Unesco and about its future.

The story of the eighth case is based in large part on two hearings the author had with the Loyalty Board, the transcripts of which, previously denied to him, were received 25 years later, under the Freedom of Information Act.

Behrstock was a member of the Unesco Secretariat from 1948 through 1976, as the Director of Programmes for Free Flow of Information and book promotion. In 1977, he was awarded the International Book Award "for outstanding services to the cause of books". He had been a reporter with the *Paris Herald Tribune* from 1937 through 1938.

Palm-leaf Etchings of Orissa by Durga Prasad Patnaik, Abhinav Publications, New Delhi, 1989, pp. v+144, Rs. 325.

The present work attempts to understand the palm-leaf illustrations from Orissa. Orissan artists produced a wealth of such material in the form of manuscript illustrations, which have received the attention of scholars in this field. Yet the need was felt to assess them in terms of artistic expression, the historical development of the style and their traditional content. Although the extant manuscripts are limited to a relatively short time-span, they represent a longstanding traditional knowledge.

In Orissa itself, the tradition of illustrating the palm leaf manuscript came to an abrupt end and its use in village life stopped due to changes in life style. Such manuscripts are now things of the past.

New awareness of the research and understanding of this tradition came through certain modern publications, of which the writings of the late Mr. O.C. Ganguly and subsequently those of Prof. Deb Prasad Ghosh can be regarded as the pioneer attempts in this field. Mr. Ganguly and Prof. Ghosh collected some of these manuscripts, the latter for the

Ashutosh Museum of the University of Calcutta. Besides the Utkal University Library and the State Museum of Orissa at Bhubaneswar, this is the most representative collection of such illustrated manuscripts. Certain publications on this theme by Mr Nilamani Mishra have been helpful in understanding related problems.

These and other writers encouraged the author to study the Orissan palm-leaf illustrations in some detail. He says: "As I wandered through the villages of Orissa searching for the manuscripts, copying the drawings and trying to understand the meanings conveyed by them, I came across an unexpected treasure which gave me an insight into the meaningful Bhangimas of the illustrations. Prof. S.K. Saraswati, the then Head of the Department of Art and Architecture, Banaras Hindu University, appreciated the idea and encouraged me in the present project. After Prof. Saraswati's retirement, his successor, Prof. Anand Krishna, helped and encouraged the present work. Going through my collection of the copies of the drawings, he felt that he had been completely converted to become an admirer of the Orissan art of manuscript illumination. It was he who urged me to look at the illustrations from the painter's point of view and to try to

understand the underlying ideas behind each *mudra*, landscape, if any, or the compositional qualities. Through this approach the scenes started unfolding themselves before me.

"The question of relation these etched drawings to a special tradition of Indian art was also a problem to be tackled in the present work. These drawings cannot immediately be related to Orissan sculpture, which reached its height in the thirteenth century. The tradition could be linked with the Western Indian (Apabharamsa) painting on the one hand and the Andhra paintings on the other. It is noteworthy that these traditions were kept alive by the local artisans till the last century when they came to an end."

Swahili: Learn and Speak in Forty Days by K.K. Virmani, Kalinga Publications, Delhi, 1989, Rs. 180

Though this is yet another book for learning Swahili, it contains much more in its modest chapters what is usually found in the lengthy books of grammar and Swahili readers. That is why the book asserts that a student can learn and speak Swahili in forty days. The use of conventional grammatical terminology has been kept to the minimum. The method of exposing the student to the language is most modern, based on the latest

linguistic approach which the student hardly notices. The system of giving exercises after every chapter is lavishly adopted for the student's application, and the key to the exercises is given at the end. The use of Swahili dictionaries is fully explained for the convenience of the student.

Part II of the book embodies a few specimens of conversation on matters of daily life which give the student an excellent opportunity to read and also to get the impression of its communicability.

World-Famous Unsolved Mysteries by Abhay Kumar Dubey, Family Books, New Delhi, 1989, pp. 136, Rs. 18 (PB), Rs. 30 (HB)

This is a book of 26 mysteries which have remained unsolved despite the march of science. It explores man's cherished myths, such as the fabled land of the Atlantis, the search for an Eldorado, and other wondrous megaliths like the Pyramids. It also peeps into the mysterious world of Ghosts, Vampires, Zombies and Monsters, not to exclude the Bermuda Triangle and U.F.O.s.

The language used is lucid, and the information authentic. Photographs make the book a reader's delight.

Creation of Books: Author Development

Continued from page 15

To improve cooperation between writers and publishers in our region I would also like to propose that an *Afro-Asian Association of Book Creation* be established, of which both authors and publishers can be members.

As publishers if we have to contribute to author development we will need to exercise care in selecting the words we use. For example, words like 'Third World Authors' or 'Publishing for the Third or Developing World' or 'Third World

Information Needs' can be counter-productive if used without discretion. In a similar way, we will have to ensure that we do not become defensive about the concepts we advocate or promote.

In the second half of this century huge amounts have been spent in the name of development. Yet, at the beginning of the last decade of the century, we find that we are in fact further removed from development than we were at the beginning of the century. What has happened is

obvious. Ideas, concepts, theories enshrined in materials produced in the so-called advanced countries have failed to deliver development. A different mind set is needed and this will only be possible by making a concerted effort to promote independent thinking in Africa and Asia through promoting new authorship.

Finally, I would like to recommend that this forum should meet periodically so that we can work towards Publishing For One World.

Literacy Centres for Women in India

Pranati Mukherjee

India is the country with the highest number of illiterate people in the world. It is Indian women who are bearing the brunt of this serious problem of underdevelopment. The literacy rate among Indian women, even after four decades of independence, is only a little more than 25 per cent. There are villages in India where women's literacy rate is as low as three per cent. Illiteracy and poverty go hand in hand. In India 60 per cent of the population are illiterate and half the population live under subsistence level. A review of literacy statistics (shown below) during British rule (this century) and after independence gives us reason to believe that the problem of literacy is very closely linked with the problem of development.

Year	Men (in per cent)	Women
1901	9.83	0.69
1911	10.56	1.05
1921	12.21	1.81
1931	15.59	2.93
1941	24.90	7.30
1951	24.95	9.93
1961	34.44	12.95
1971	39.45	18.69
1981	46.74	24.88

The WIDF affiliated organisation, the National Federation

of Indian Women is involved in running thousands of literacy classes in urban and rural areas for working women living below the poverty line. The NFIW literacy centres also give women a basic knowledge of health and child care and practical guidance in improving their life in general.

Experience has proved that family planning succeeds better among women who are literate, than among those who are illiterate. And on the other hand population explosion tends to inflate the rate of illiteracy, especially in a country where illiteracy is widespread.

Activity in adult literacy among women is one of the most important tasks of the NFIW and in all states the branch committees run centres for literacy. These centres also organise follow up courses for successful students to give them more practice in reading and writing. Such women, after attaining a certain level of education and when they are able to help their own children to read and write, gain enormously in self confidence. Becoming literate means they have the chance to get better jobs as well as gaining more esteem in society.

NFIW organises various competitions for the students to encourage them to learn, and for their

children various activities are laid on, like sports, recitation, singing, drawing, claymodelling, etc., which make the centre attractive to women. Women usually come to the literacy classes after a hard day's work when their bodies need rest and their children need care and affection. Many of the students in adult literacy classes come with suckling children in their laps, shy at the beginning but they are soon proud to hold their slates, pencils and books as they gain confidence from learning.

And NFIW is proud of them, too.

The teachers at the adult literacy centres have special training for teaching adults. They have to be extremely patient with the students and the creation of personal relationship between teacher and student helps a lot. In fact the success of the students and their future involvement in the struggle for women's emancipation depends mainly on the teacher.

The NFIW is a veteran in this field of activity with its experience stretching over three decades. Its honest devotion to the cause has brought international recognition in the form of the honourable (UNESCO) Krupskaya Prize.

Courtesy: *Women of the whole world*, Feb, 1990.

Book Publishing in Nepal

*Bimal Niva**

Books play an important role in the economic, social and cultural development of a nation. Experience shows that there is a relationship between the output of books and the rate of development. Realising the vital role of books, Nepal has been trying to produce books with a view to providing reading materials for the development of its people individually and that of society as a whole. But for technical and other difficulties, which are more or less common to several other countries of this region, Nepal has yet a long way to go to be able to transform publishing into a viable industry.

Nepal has some historical reasons for lagging behind in publishing. Till 1950 it was under the autocratic rule of the Rana family. Even books seeking to create general awareness among the people were not tolerated by the rulers, let alone promoting and encouraging the book industry in the country. So commercial publishing in Nepal was initiated only after the ouster of the despotic Rana regime and the dawn of democracy in 1951. As Nepal was exposed to the publishing experience of other countries it began to realise the need to adopt a coherent and systematic approach to the development of books in line with the public aspirations brought about by the political change. Its participation in international events concerning the book industry prompted it to

streamline its publishing activities.

In the absence of authentic statistics in this field no correct figures are available of titles and number of books published in Nepal. The biggest publisher in the cooperative sector, Sajha Prakashan, has about 700 titles to its credit. These were published in a period of more than two and a half decades. The average number of titles, including reprints brought out by Sajha Prakashan, comes to about sixty per year. The second largest publisher of books other than textbooks is the Royal Nepal Academy which brings out on an average 30 new titles annually.

School level textbooks occupy a significant part in the Nepalese book industry in terms of number of titles and print-runs. The state-owned Janak Education Material Centre, which has a monopoly in school level textbooks, brings out ten million copies of 122 titles. The books published so far in Nepal are believed to have reached the 10,000 mark.

In-between these three major publishers are 30 sizable, private sector publishers. Prominent among them are Ratna Pustak Bhandar which has so far brought out 400 titles. Education Enterprises, and Sahayogi Prakashan.

A general study of the book market in the capital city of Kathmandu shows that 70,000 copies of comics books and about 15,000

copies of other children's books are imported every year. Many other books are also imported in sufficient quantities.

Sajha Prakashan (publishing cooperative) is the largest publisher and distributor with its 30 branch offices in different parts of the country. Inheritor of the legacy of the famous Government publishing concern started as early as 1913, Sajha Prakashan was started in 1964. Its branches, sub-branches and agents reach out to every nook and corner of the country with school textbooks and books on different genres of literature and on a variety of subjects in humanities, social sciences, pure sciences and technology. The cooperative has transformed the book publishing business to act as a bridge of friendship between the writer and the reader. It has earned the national and international acclaim.

Sajha Prakashan came into being with a view to undertaking publishing and distribution of reading materials for students and the general public. Since its inception, it has remained a truly cooperative organisation looking after the interests of its members who are writers and the general reading public. In its early stage Sajha Prakashan conducted its business by reprinting old books published by the then government publishing concern. Later, as its book business flourished, it undertook publishing of new books. Today

*Being the text of a paper presented at the Afro-Asian Publishing Conference, New Delhi, Feb. 18-20, 1990. The author is Director of Sajha Prakashan, Kathmandu.

Sajha Prakashan has innumerable books to its credit on diverse subjects. It has published books in English with a view to making foreigners aware of the country's rich culture heritage.

Sajha Prakashan has its own printing press. As a sole distributor it distributes school level textbooks for all the schools of the kingdom. It also functions as the sole agent of more than thirty-six other private and public publishers. It is recognized as the only national publisher and distributor of books in Nepal. No other publisher in the kingdom can match Sajha Prakashan's range of publications and nationwide distribution network.

Book publishing in Nepal has not been able to make much headway. The first and foremost reason is lack of funds. Then there is an acute shortage of trained and competent authors, illustrators, editors and translators. The existing printing facilities do not appear to have been organised well to meet the needs of the publishing industry. As a result some publishers are tempted to have their own printing houses in foreign lands. Non-availability of the right kind paper at the right time in sufficient quantities has also posed a problem. As a result the distribution network has not developed properly. Lack of professional training and knowledge has also been a source of many problems. Thus, publishing has not been able to march ahead as an industry, with only a handful of publishers engaging themselves in publishing as their main business. The majority of publishers are engaged in the sale of imported books.

Some of the other problems facing the publishing industry are:

1. Low level of literacy resulting

- in lack of readers.
 - 2. Low level of incomes making people unable to buy books;
 - 3. Undeveloped reading habit even among the educated people;
 - 4. Difficult topography of the country causing distribution difficulties and raising transportation costs;
 - 5. Very few people engaging themselves in the book business, because it is not highly profitable;
 - 6. Irregular supply of printing materials which are imported;
 - 7. Low print-runs and the high per unit costs; and
 - 8. Royalties paid to writers not being attractive.
- There are however some positive and favourable factors for the growth of publishing activity. These are:
1. There is one common language and one script, that is Devanagari, in use throughout the country;
 2. There are over four hundred printing presses. Latest printing technology is also available;
 3. There are already two medium-size paper industries meeting about one-third of the total requirement of the country; and
 4. Fast growth of schools has created demand for more books.

Action Suggested

1. To recognise book publishing, printing and binding as an industry and provide it the same facilities are extended to other industries;
2. To provide liberal loans for the publishing industry from financial institutions;
3. To make it obligatory for every educational institution to maintain a library, and to promote more public libraries and reading-rooms;
4. To provide tax concessions for the book industry;
5. To provide postal facilities for it;
6. To provide training in publishing;
7. To recognise and treat printing paper as an essential commodity;
8. To promote publishers association.
9. To publish regularly a bulletin covering events in books industries elsewhere;
10. To establish a national book fund and institute national book awards; and
11. To strengthen the national book development council.

Afro-Asian Cooperation

Afro-Asian nations can cooperate in the following areas of publishing:

1. Translation of outstanding books in national languages;
2. Promotion of regional book exhibitions;
3. Organisation of training courses, work shops, and seminars and exchange of visits by those engaged in book industries;
4. Observance of international copyright conventions;
5. Promotion of co-publication programmes;
6. Removal of trade barriers and taxes and ensuring free flow of books among the countries; and
7. Establishment of a regional book development centre.

Promoting the Reading Habit

*P. Satyanarayana & M. Yadagiri Reddy**

The level of the reading habit in a society depends on a variety of factors, the most important being literacy, socio-economic development, cultural traditions, political perspective, education system, library system, and publishing pattern. In society where nearly 50 percent of the population is below the 'poverty line', where the level of literacy is very low and where socio-economic development is tardy, the reading habit among the people cannot be expected to be of a high order.

In our country, about 54 per cent of the people are illiterate. The majority of them depend on 'oral culture' for their intellectual development. A person who needs 'bread' cannot be expected to have much interest in reading the *Britannica*. To him food for the stomach is more important than food for thought. Yet, a society cannot grow unless its people as a whole develop a consciousness of the world around them. Awareness grows in proportion to the reading habits of the people, besides other factors. The quest for reading, the zest for knowledge and the thrust for development go hand in hand.

In a highly stratified society like ours gaining knowledge through reading has become the exclusive privilege of a few well-to-do people living in urban areas. Imbalances in

socio-politico-economic development widen disparities in reading habits among the people. The affluent, the upper strata and the elite are benefited by the access they have to books. This needs change. Reading habits need to be democratised.

In democratising reading habits among the people, publishers, distributors, booksellers and librarians play a significant role. Publishers can promote the cause of book reading by bringing out low-priced quality books to cater to the needs of different segments of society. At present they are mostly concentrating on publications meant for universities, colleges, and research institutions. Very few books are published for children, adults, women, the minorities, and the weaker sections of society. The Children's Book Trust and the National Book Trust are doing something in this direction. This something is better than nothing. We need to have a children's book society for each state in the country, if not for each district and block. Of late book fairs held in different parts of the country have helped in promoting the reading habit among children. At each book fair we see a few stalls exhibiting children's books.

Children are quick to absorb knowledge. We can inject in them through books elements of communalism, casteism, regiona-

lism, nihilism, and fatalism. We can also inject in them the values of equality, fraternity, liberty, justice, fairness. We should be very careful about what is said in children's books. Who should check the contents is a big question. Research has shown that certain books, particularly textbooks in India, tend to develop prejudice, hatred and contempt among children, sowing the seeds of communal riots.

In promoting the reading habit, the National Book Trust (NBT) should play a pivotal role. The NBT Trust (NBT) should play a pivotal role. The NBT and the Children's Book Trust have brought out good literature for children. The NBT has published a series called Nehru Bal Pustakalaya for children consisting of about 1200 titles and translations. The Children's Book Trust a private organisation devoted exclusively to children's literature, has published about 450 titles out of which 200 are in English and the rest are translations in other languages. There is need to publish many more such books.

The library movement in our country is very weak. Only in a few states has legislation to strengthen libraries been enacted. In 1972 the Government set up Raja Rammohun Roy Foundation to take the library movement to small cities and villages in cooperation with the State Governments and other organisations.

* A note presented at a seminar on the Book Reading Habit sponsored by the Hyderabad Book Fair Committee on January 17, 1990. P. Satyanarayana belongs to Indira Gandhi National Open University, Hyderabad, and M. Yadagiri Reddy to Central Institute for Electrification of Rural Electrification Corporation, Hyderabad.

The National Book Trust Arya Samaj Foundation Chennai and a Gangotri Education, particularly in Indian languages';

organises book fairs and exhibitions. It had until 1988 organised seven World Book Fairs in New Delhi, 12 National Book Fairs in the major cities of the country, over 100 Book Exhibitions in district and university centres, and five Book Functions on a regional basis. This performance is very poor. We should have Book Trusts at the state level also. The lower the level, the better the spread of activities.

The Government of India set up a National Book Development Board in 1967 but it remained dormant till 1983, when it was revived under the name of National Book Development Council. The Council is an advisory body. It was also entrusted with the work of drafting a National Book Policy. The National Book Policy drafted by the National Book Development Council made wide-ranging recommendations relating to, among other things:

1. Production of quality literature at all levels of

2. Provision of equal opportunities in the matter of accessibility to books;
3. Promotion of the reading habit, specially among children;
4. Creation of a Government Model Agency for large-scale production and distribution of children's books in all languages of the country;
5. Removal of constraints in the development of indigenous authorship and provision of adequate infrastructural facilities for book production and distribution, including imports and exports;
6. Fostering the reading habit;
7. Promoting literature especially relevant to children and rural illiterates;
8. Organising seminars, workshops and training courses for book industry personnel;
9. Encouraging authorship, especially in Indian languages;
10. Suggesting measures for safeguarding the interests of authors in general;
11. Encouraging Indian authors to write suitable textbooks and Indian publishers to publish them, particularly books in scientific and technical disciplines for higher education; and
12. Undertaking and promoting research, studies and special projects to achieve these objectives.

These recommendations, if accepted, should go a long way in promoting the reading habit. Individuals and organisations concerned with book publishing, distribution and libraries should generate strong public opinion for implementation of the recommendations.

2ND PATNA BOOK FAIR

14-25 November, 1990
Gandhi Maidan, Patna

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Tarabhawan, P.B. 27
Ashok Rajpath, Patna-800 004
(Tele. No. 52775/52845/57561)**

Courtesy: Indian Book Industry

Single Europe and Books

*Fred Kobrak**

The dream of a single, common European market without internal barriers is coming closer inevitably, pushed by most of the governments in Europe. And by the realization that one joint economy packs a lot more clout in negotiations than 12 separate entities.

Various sources have estimated that the realization of the goal of a Single European Market would result in real growth in this part of the industrialized world and that the result could be:

- * an increase in Community GDP of between 4.5% and 7%
- * an increase in jobs of between 2 and 5 million.
- * a decrease in consumer prices of between 4.5% and 6%
- * a decrease in the public deficit of up to 2% of GDP
- * an improvement in the external trade balance of up to 1% of GDP.

Additionally, the dramatic changes in Eastern Europe seem to point not only to closer links between both parts of Europe but may indeed release further resources currently used on both sides in maintaining and supporting the confrontational attitude of the recent past.

The European Economic Community (EC) is already one of the most powerful economic blocks, and these additional improvements, taken all together, should create a striking improvement in the European market for all goods and

services. Funding should increase for education and health services, libraries and culture.

There seems to be little doubt that the use of the English language will become more pervasive throughout the Community. English is the common language for science and technology, business and management, and to a growing degree that of tourism. It is taught in Europe's schools as the first foreign language of choice, and started at ever lower levels in a child's schooling.

But that is a long way from English becoming the single language of the Community; it will take another one or two generations before all the population of the Community will be able to have even a basic conversational knowledge of English—and longer than that to become sufficiently fluent to enjoy recreational reading.

It therefore seems unlikely that the Community will ever become a single country in the sense that the United States is one; for that it would be essential to have a single language and a single currency. And while many—if not most—internal trade barriers will fall by the end of 1992 (only 24 months away at the time of writing!), there is still a great deal of resistance to a single currency.

The European Community is striving to become a single economic power with a strong voice in international affairs. At the same

time, it will tend to emphasize and promote the cultures of its member countries. Not so much to "harmonize culture to create a homogeneous society," but to preserve and protect their cultural identities.

Although English is by far the most common foreign language in the Community, and the spread of books and other reading matter in the foreign language areas, or secondary markets, is still limited.

European Book Market

However, with market integration, the availability of additional resources and the emphasis on cultural diversity, these secondary markets for foreign language literature cannot but grow in importance. This should provide additional opportunities for all publishers, with those publishing in English having the largest advantages.

Europe is already the world's best book market—and has been for many decades; on a per capita basis the average European reads far more than the average American—and books are part of the culture and quality of life in Europe to a degree that they have not yet achieved in the United States. This is even more true in the Continental Countries of the Community.

Book stores and other reading outlets on the Continent deal primarily in reading matter produced domestically. One would venture to

* Fred Kobrak is a partner in Higham Kobrak Associates, New York-based international publishing consultants.

guess that over 90% of their turnover comes from locally produced books. Booksellers in Germany, Holland and Spain sell books mainly in German, Dutch and Spanish. And only to some extent books in other languages (mainly English).

They obtain those from their customary publishers, wholesalers and distribution networks, which are familiar with their requirements and idiosyncrasies. Only a few specialist book shops order direct from foreign suppliers: most go through national wholesalers. This also applies to the United Kingdom, where the spread of foreign language literature is much more limited than on the Continent.

Much has been said and written about the legal inconsistencies of some EC legislation and the problems it raises with current trading practices in the so-called secondary book markets. (Markets for books in languages other than the national language).

These inconsistencies really apply only to those books published in different publishing nations. In effect, primarily to English-language books (and here mainly to so-called commercial fiction). Most contracts for books licensed by U.K., domestic publishers to the United States, and U.S., domestic publishers to the United Kingdom, contain clauses allowing the marketing of both editions in the secondary markets in Europe.

With the spread of English as the main foreign language in Europe, these markets have become increasingly important outlets for both sets of English language publishers. Sales, especially in mass-market paperback editions, have reached such levels that they are now a considerable part of the international turnover of the U.S., and U.K., publishers specializing in these types of books.

The Open Market Problem

The availability of both editions

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in these markets, and the competition this has created, have kept sales high and prices to the consumer low. And as Continental publishers of fiction have a far larger proportion of translations in their lists than English language publishers, the increasing sales of the English language originals in their markets often encourage them to publish them in translations to tap the far larger domestic language markets.

As Clive Bradley, Chief Executive of the British Publishers Association, wrote in the Summer 1989 issue of *RIGHTS*, this competitive presence "has been beneficial to copyright owners and consumers, providing better availability and better earnings."

Bradley's concern is with the legal possibility of British domestic market book stores being able to import U.S., domestic market editions of books from Continental Community wholesalers, thus impacting the legitimate primary market of the U.K., publisher.

His suggested solution, the removal of the U.S., competing edition from the secondary marketplace by the U.K., publisher obtaining exclusive English-language rights to the Community as a whole, seems to be an abrupt and unnecessary change in existing trading practices, which have allowed the exploitation of the growing secondary markets to both sets of English language publishers. One can understand that U.S., publishers would not like to relinquish these profitable and growing markets, which they helped build.

As long as current practice is acceptable to publishers and customers, and has not harmed the primary U.K., market, no change in current practice seems necessary.

Let us examine the practical impact of EC legislation on the

legitimate primary domestic market of the U.K., publisher. Under Article 85 of the Treaty of Rome it is indeed possible to import U.S., editions into the United Kingdom from the Continent—but it has been so ever since this regulation has been on the books. It would be a serious threat to the primary market if the existence of these Community laws had resulted in large-scale leakage of U.S., editions into the United Kingdom. But they haven't, because it just isn't practical!

It makes no sense for a book store or book store chain to import books that would cost more than the readily available domestic edition—and books that have to be shipped across the Atlantic to Continental Europe, and from there to Britain, have higher transportation costs.

Booksellers prefer to continue buying from their accustomed sources of supply—domestic publishers and wholesalers. They seem to do that even when popular books could be obtained at a lower price: the U.S., and U.K., mass-market editions of Stephen Hawking's *A Brief History of Time* were widely available in continental book shops during September 1989, while the hardcover edition at £14.95 still enjoyed fourth place on the U.K., best seller list. No leakage of the cheaper paperback edition from the Continent was apparent.

A Vote for the Status Quo

It is important to point out one relevant factor not always included in discussions on the impact the advent of 1992 would have on territorial rights:

There is no legislation planned by the Community that will change the legal situation as it now exists.

So as long as current practice is acceptable to publishers and customers, and has not harmed the primary U.K., market, no change in current practice seems necessary.

Continued on page 13

Publishers, Distributors and Book-Sellers: Their Role in Building up the Library Collections and Promoting the Reading Habit.

L.S. Ramaiah*

M. Kanakachary**

Introduction

Reading materials are a pre-requisite for the act of reading and the development of the reading habit. In the production and distribution of reading materials, there are many partners involved. They are writers, publishers, printers, distributors, book-sellers and librarians. The reading materials produced finally reach book-shops and libraries for use by the readers for the purpose of information, education, recreation and spiritual solace.

Publishers

Publishers at the first stage give a material shape and form to the ideas of the authors. Publishing is an art and a science too. The publishers should bring out the publications using the latest printing technology taking equal care of the aesthetic form of the production.

Publishers should be persons with academic interest, quest for new ideas and flexibility of mind. They should encourage writers to write good books by giving incentives in the form of awards, good royalty and payment of royalty on time.

The publishers, for promoting the reading habits should:

- 1) Undertake a survey of the tastes of the readers.
- 2) They should bring out standard publications keeping

in view the changing social trends.

- 3) Publishers should enlighten authors on the prospective spheres in which perhaps writing should be undertaken.
- 4) They should also take proper care regarding the get up of the publications, their printing and the paper used for publications. In some cases, even if the contents of the publications are good, the visual presentation of the book disuades a reader. Hence a publisher should not dampen the enthusiasm of a reader.
- 5) Publishers should also take interest in getting the classics and good books or other regional literatures translated.
- 6) Interest should be taken in bringing out more of children's literature, in order to inculcate in them not only a reading habit but widen their knowledge too.
- 7) Publishers should price their books low, keeping a marginal profit so as to enable the readers to purchase the books.
- 8) Government should aid good ventures and publications of publishing houses by way of subsidy, loans, allotment of paper and licenses to import latest printing equipment.
- 9) All publishers should bring out catalogues of their publications with full details and send them regularly to the librarians, readers and teachers in urban and rural areas to enable them to make a proper selection.

Distributors and Book-Sellers

Most of the distributors and book-sellers in India are mainly traders with a profit motive. They don't have proper book shops, manpower and other infrastructures. They trade in books but they don't sell the books. In India books are purchased rather than sold. In the case of sales, the sellers have to take the initiative, study the market and keep the goods according to the demand of the public. These are not being done by the distributors and the book-sellers. They are acting only as transit points or as brokers between the publishers and the librarians. Some of the book-sellers even without proper book-shops sell books valued at lakhs by dubious means. Even in major cities of India, they don't have book-shops like Basil Blackwell, Heffers, Dillons etc., of England. These book-shops can be compared to open libraries where all the latest books are stacked with easy access to the public

* Chief Librarian

** Asstt. Librarian at the Ramesh Mohan Library, CIEFL, Hyderabad.

with excellent arrangements to browse through the collections leisurely.

The following suggestions are worth bearing in mind by the distributors and book-sellers for the building up of the library collections and the promotion of the reading habit in general:

- 1) Distributors and book-sellers should have good book-shops with modern facilities.
- 2) They should have proper manpower with qualifications in book trade, management, publishing, printing and librarianship.
- 3) They should have library profiles containing the specialisation and the areas of interest of these libraries. Then only, will they be able to bring proper titles to the notice of the librarians for acquisition instead of dumping them with loads of books for approval.
- 4) If the distributors and book-sellers have proper planning and estimation of the demand, they can import the required number of copies of good titles to supply to the libraries in metropolitan cities and in other areas. As per the present practice, the distributors and book-sellers import few copies of a title. If the books are good, they are sold out immediately in cities like Delhi, Bombay, Madras and Calcutta as the distributors and importers happen to be situated in these cities. If the books are not good and not sold there, then only they think of libraries in the smaller towns. Thus, relegating smaller towns to a second place.
- 5) Government should reduce the tariffs in case of import and export of the books.
- 6) Distributors and book-sellers should have a forum for regular discussions with the librarians and the readers to publicise good books and the latest trends in the publishing world.
- 7) They should organise book shows, book exhibitions and

- 8) book fairs at regular intervals in both urban and rural areas. Mobile book-shops can be arranged by the book-sellers in various localities to enable children, house-wives, handicapped and others to browse through the books and purchase them conveniently.
- 9) They should properly train up the show room staff and the field staff including sales supervisors and sales representatives. They can properly disseminate information about the present stock and the future publications and enlighten the librarians and the readers at the sales counters.

Conclusion

From the above we may deduce that publishers, distributors and book-sellers are the important links in transmitting information from the time of publication to its ultimate consumption by the readers. In the absence of good publishers, distributors and book-sellers, it is well-nigh impossible to build up good libraries and promote the reading habit.

Single Europe and Books

Continued from page 11

Of course it would be useful to remove the legal inconsistencies, and Article 85 does provide the means to correct that.

Further efforts are being made to obtain the block exemption referred to by Bradley in his article. It can be usefully pointed out in the arguments to the Commission that this would both protect the substance of the right of the primary publisher to exploit his license, and the competition in what is, and will remain, a secondary market by the fact that it sells in a different language area.

Contracts allowing for exclusive rights in the United Kingdom, and open market rights in the rest of Europe, will continue to be enforceable in the United Kingdom and will still prevent the direct

importation from the United States in the primary market of the U.K., publisher even before the granting of the block exemption.

Remedies such as those being used by those large multi-national publishers that will market only one edition in both the primary and the secondary markets do not have the advantage provided by the competition of two editions in the secondary markets.

Other solutions for those who still fear filtering or competing editions from the secondary into the primary market could be achieved at the contractual stage, and could include some or all of the following:

- * agreement to simultaneous publication dates of both U.K., and U.S., editions for titles likely to be of substantial interest in the secondary markets

- * agreement to simultaneous publication dates of mass-market paperback editions for those titles on both sides of the Atlantic
- * agreement not to remainder the hard-cover editions until the publication of the paperback edition.

The growing importance of secondary markets within the European Community and the opportunities they provide make it desirable that the trading practices that contributed to their current prosperity are left essentially unchanged.

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Publishers, Public and Prices

R.K. Mehra

At today's high prices, book lovers and serious readers find it extremely difficult to buy books. Extremely high prices deter many of them from buying the books they would like to read or have in their collection.

The prices of imported books have gone up considerably over the last few years. Although these prices may not be high by British or American standards, Indian readers find such prices almost prohibitively expensive. Although foreign publishers sometimes mark down the prices of some of their books marketed in India, this mark down in price is not substantial enough for the Indian reader who also has to face increasing exchange rates in rupees for buying books priced in foreign currencies.

In order for these books to be really affordable in the Indian market, the foreign publishers should grant reprint rights for their books to Indian publishing houses. Foreign publishers, however, are not very keen on granting such rights apart from academic titles and books in the sciences, social sciences and education. Few titles in fiction or books for the general reader are granted reprint rights in India.

There are a number of reasons why foreign publishers are not willing to part with their reprint rights to publishers in India. Today, books can be freely imported to India in any quantity. Foreign publishers therefore have a ready market for

their books. In recent years, many renowned publishers, both in UK and the US, have been taken over by larger publishing houses in both these countries. Consequently, these conglomerates find their worldwide marketing of books a much easier task than individual publishers. They are, therefore, willing to mark down their prices by 30 to 40 per cent but not willing to grant reprint rights for their books. Even with such mark downs in price, the difference is enormous.

A book published abroad is normally priced at about five times that of an Indian reprint. With a mark down of even 30 to 40 per cent a book published abroad and sold in India at this mark down price still costs about thrice as much as an Indian reprint. Consider a paperback which is priced at £ 5.95 (Rs.176) marked down to a special price of £ 2.95 (Rs.87) which is a mark down of more than 50 per cent.

If reprint rights were granted for the same paperback, it could be reprinted in India and sold for about Rs.30. Thus, foreign books can be made available to Indian readers at one-third their mark down price, but only if reprint rights are granted to Indian publishers. This would indeed enable more readers to buy the book. Under present circumstances, however, the serious reader or book lover is often constrained from buying as many books as he or she would like to buy. Imported books are indeed available but are not necessarily affordable to serious readers of fiction.

As for the books published in India, the publishers are more interested in aiming at the captive and growing library market for academic titles and non-fiction books. The publisher's consideration for price, quality, and contents is quite secondary in this market, knowing very well that university libraries have to utilise their library grants by the end of the year. Such publishers do not care to publish fiction or other books aimed at the general reader.

There are publishers like Oxford University Press, Rupa, Penguin, Jaico and Hind who have been publishing quality paperbacks for some time. Publishers like Ravi Dayal who have gone into hardcover publishing have also brought out good quality books at reasonable prices, but have yet to reach a wide enough market. In the last three years a number of small publishers (Pankaj and Gaurav to name a few) have followed a very aggressive marketing strategy and have priced their books keeping the general reader in mind. Their books include fiction and titles of popular interest. Such publishers have realised that the price factor is indeed crucial to reach a large number of individual readers and have priced their books at prices almost any reader can afford. They are also aware of the multiplicative effect low-priced books can achieve in terms of sales and books ownership.

Multinational publishing houses control the prices of books published

Continued on page 17

An Introduction to Japanese Publishing World

*Hishashi Sakanishi**

The Size and Character of Japanese Publishing Companies

Japan has a variety of publishing companies of various sizes, but as a whole most companies are not large. With regard to basic capital, the group with capital of between 5 and

10 million yen is the largest, while only about 100 companies are in the group with capital of more than 100 million yen. Only just over 20 companies work with a staff of more than 1,000 and publish more than 200 titles a year.

Regardless of size, most companies are general publishers producing books in a variety of fields. A characteristic of major companies is that they also publish various kinds of periodicals along with books and quite frequently compile the content of successful periodicals into books.

The basic data concerning the size of the Japanese Publishing World

Number of books published annually			38,297
Genera Works....	1,558	Industry....	1,679
Philosophy/Religion..	1,755	Art....	3,112
History/Geography...	2,526	Language...	796
Social Science....	9,030	Literature....	7,898
Natural Science....	2,884	Children/Juvenile.	2,910
Engineering....	3,535	Reference Books..	614
Average price of a book....			2,496 (US\$17.20)
Number of periodicals....			3,778
Number of translated works....			2,706
Total number of publishing companies....			4,282
Number of bookshops and bookstores			12,778
Number of libraries....			2,270

The details of the distribution route of books and periodicals in Japan

Almost all books and periodicals in Japan go from the publisher via the wholesale distributor to the bookstore. This is known as the Normal Rōute, and less than 10 leading wholesale distributors cover more than 90 per cent of all bookstores. Due to this excellent system, readers can buy a book at the same price all over Japan, and new books and periodicals are put on the market at the same time everywhere.

The margin between publishing companies, wholesale distributors and bookstores in Japan

The wholesale price varies slightly, but can be thought of in terms of the following table:

It should be mentioned here that the situation in Japan is different from

that in most other countries insofar as a system of giving discounts according to the number of books ordered does not exist in Japan. And also, the trade in publications in Japan is supported by the commissioned trade system.

Simply expressed, this is a system under which what has not

Wholesale price of books among traders

Book price (in Yens)	From publisher to wholesale distributor	From wholesale distributor to bookstore
Under 780	69%	77%
780 - 1,700	70%	78%
1,700 - 4,200	71%	79%
4,200 - or more	73%	81%

* Being the text of a paper presented by Hishashi Sakanishi (Publishers Association for Cultural Exchange, Tokyo), at the Afro-Asian Publishing Conference held in New Delhi on 7 February 18-20, 1990.

Statistics on Export and Import of Publications in Japan 1988

(Unit: 1 million)

<i>Export</i>		<i>Import</i>	
China.....	1,042	China.....	342
Hong Kong....	722	Hong Kong.....	972
India.....	244	India.....	26
Indonesia....	98	Indonesia.....	5
Rep. of Korea...	1,414	Rep. of Korea...	405
Malaysia....	81	Malaysia....	2
The Philippines...	88	The Philippines...	1
Singapore....	524	Singapore....	324
Sri Lanka...	8	Sri Lanka.....	3
Taiwan.....	1,320	Taiwan.....	192
Thailand....	239	Thailand....	6
Australia....	2,148	Fed. Rep. of Germany..	4,408
Canada....	649	France.....	1,424
Fed. Rep. of Germany...	1,585	Great Britain..	7,600
France.....	712	Italy...	719
Great Britain....	1,824	The Netherlands...	2,428
The Netherlands..	596	Switzerland...	1,117
U.S.A.....	17,014	U.S.A. ...	12,755
Other countries...	2,696	Other countries..	806
Total:	33,004	Total:	33,535

(This information is based on statistics from the Customs & Tariff Bureau of the Ministry of Finance which do not include amounting to less than 200\$ per case and which exclude exports amounting to less than 100\$ per case and exports by mail).

been sold during a certain period of time is returned to the publisher through the agent.

Most probably as a result of this commission system, 12,800 bookstores of all sizes manage to stay in business throughout Japan.

The number of translated works published in Japan (excluding juvenile books and school references)

In 1985, approximately 2,700 foreign publications were published in translation. The details of categories are given in the following table:

If one looks at the number of translated works over the last 10 years, one can see a steady increase in

numbers, but the proportion in relation to the total number of publications has remained steady at about 9 to 10%, showing hardly any change.

The activities of the Publishers Association for Cultural Exchange, Tokyo.

Honorary President: H.I.H. The Prince Takahito Mikasa

President: Prof. Tatsuro Matsumac, Tokai University Press

Vice Presidents:

Kunihiko Shimonaka
(Heibonsha Ltd., Publishers)

Shoichi Nakajima, Tetsuo Ohga
(Shogakukan Inc.)

Managing Director: Yasuko Korenaga

Founded in 1953, the Association is a non-profit organisation whose members are drawn from representative publishing houses and related industries in Japan. Its activities are aimed at promoting cultural exchange between Japan and other countries through the exchange of publications.

As it comes under the jurisdiction of the Japanese Ministry of Foreign Affairs and with the Japan Foundation.

Its activities include (1) organising Japanese participation in international Book Fair overseas, (2) organising Japanese Book Exhibitions overseas as well as

General works....	85	Engineering....	113
Philosophy & Religion..	232	Industry....	47
History & Geography....	143	Art....	198
Social Science.....	368	Language....	47
Natural Science....	310	Literature....	1,163

foreign book exhibitions in Japan, and (3) producing and distributing catalogue to introduce Japanese publishers and their products to the rest of the world. In addition, any kind of work related to international exchange through publications falls into the sphere of activities of the Association.

At present, the Association is particularly concerned about (1)

strengthening the exchange of information between the publishing world of Japan and that of other nations, (2) encouraging the publication of translated works by publishers in Japan and overseas, and (3) introducing publications by foreign publishers, particularly those from countries which in the past have not been widely represented.

January 31, 1990
Hisashi Sakanishi

Further information about the Japanese books may be obtained from:

PUBLISHERS ASSOCIATION FOR CULTURAL EXCHANGE, Tokyo
2-1, Sarugaku-cho 1-chome, Chiyoda-ku, Tokyo 101 Japan
Phone: Tokyo 291-5685 Fax: Tokyo 233-3645
Cable: PUBLISHERSASSO

Publishers, Public and Prices

Continued from page 14

in India to a large extent. Even at their very high price structure, they are able to market the books that they publish in India without much effort and are able to sell these in the market through their high-profile marketing techniques. They are also able to exercise greater control over their authors and what is published, since it is far easier for them to refuse manuscripts.

The price of a book published by a multinational in India is usually six to seven times the cost of production, while a gross profit margin of 60 to 70 per cent is maintained on every book. These publishers, by fixing their prices at such artificially high levels over the cost of production deprive the serious reader from buying many books.

A reasonable pricing formula would be to price books at three to four times the cost of production. For

example, if a book costs Rs.10 to produce, it could very well be sold at prices between Rs.30 and Rs.40. Multinational publishers usually price their books at about six to seven times the cost of production. The above book, published in India by a multinational could well be priced at Rs.70 by the publisher. What we need is an affordable price at which people can afford to buy and read books. By publishing books at three or four times their cost of production, books can indeed be made available in India to the reader at affordable prices, thus creating more readers, encouraging the book buying habit, and making it possible for publishers to survive and grow.

The high price of books has actually forced the public to stop buying new books in their original editions. This is the only reason why book publishing has flourished so

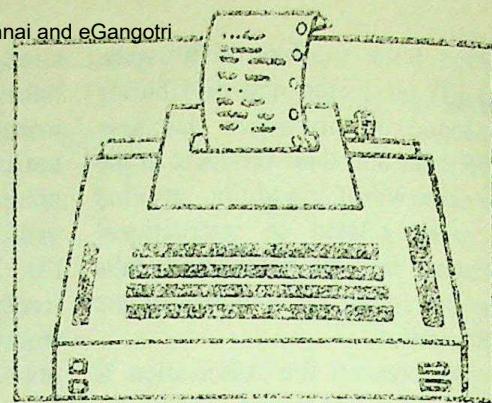
much in India. While publishers scream that they would like to sell more books and would like to see more readers, they need to realise that only a change in pricing policy will increase both readership and sales.

The publishing fraternity could perhaps tie-up with the corporate world and get some advertisements or even corporate sponsorship for some of their books. This would at least defray the escalating cost of paper, while corporations would have another way of reaching out to an audience of readers.

A decrease in price of paperback books, along with increased publicity and promotion by publishers is long overdue. Otherwise, it is publishers who will be hurting themselves in the long run.

Courtesy: *The Hindustan Times, New Delhi, 14 Feb. 1990.*

*Buy, read and gift books
A book is a thoughtful gift*



News and Events

Text book shortages

Even three weeks after the start of the new academic session, no textbooks, particularly those published by the National Council of Educational Research and Training (NCERT), are available anywhere in Delhi.

So acute is the crisis that in some schools, teachers have even stopped taking classes. Mrs. Meenakshi of the Senior Government Secondary School, Lodi Road, confessed: "What is the point in taking classes when you know that more than 90 per cent students have come without any textbooks at all."

But, the crisis is not limited to just class ninth books, said Mr. Hari Kishan, owner of the Malhotra Book Depot at Nai Sarak, adding that, "no NCERT books, whether of class IX, X, XI or XII, are available."

Though the spokesman of the NCERT was not on the line despite several calls made on Monday, Mr. Chandan, who had accidentally picked up the phone confessed, "When we, who are very much a part of the NCERT, have not been able to get books for our own children, you can well imagine the plight of those who depend on us."

The NCERT is supposed to make the books available before the beginning of the new session - in March.

Surprisingly, most of the distributors appointed by the NCERT refused to comment on the shortage.

Book Bank Inaugurated

Veena Memorial Free Book Bank was inaugurated at a function held at Gandhi Bhavan by the Young Blood Association today. Complete sets of text books were given to 65 students of 6th class drawn from various schools. More incentives for the students enrolled under the Book Bank were announced. The students passing out from 6th standard with more than 60 per cent marks would be provided free stationery, while those with 70 per cent or more marks will get free uniforms and those securing more than 80 per cent shall be provided both, stationery and uniforms, added Mr. Raina. It may be recalled that the Book Bank has been dedicated to the memory of YBA member Mrs. Veena Padha, who left for her heavenly abode one and a half years back.

Competition in cartoons

The Children's Book Trust (CBT) has announced a competition in cartoons and another for illustrators of children's books. These have been organised in memory of Shankar, founder of CBT who died in December last.

The competitions which will be an annual feature, have been launched to encourage budding talents. The last date for entry for the cartoon competition is June 15, and for the competition for illustrators is September 30.

The CBT has also announced its annual competitions for writers of children's books both in English and Hindi.

Book Ends

Andre Maurois remarked that "in literature, as in love, we are astonished at what is chosen by others. Mrs. Sonia Gandhi might share in this astonishment in that a thousand copies of "Freedom's Daughter", edited by her and comprising letters between Jawaharlal Nehru and Indira Gandhi, has reportedly been left on the shelf in a London warehouse, cosigned there by the Indian High Commission.

Book Releases

Mr. Advani released a book titled *Dalai Lama: The Nobel Laureate Speaks* based on first hand interviews and exclusive photographs of H.H. Tenzin Gyatso, the fourteenth Dalai Lama of Tibet.

Describing the Dalai Lama as a remarkable person, Mr. Advani said, "forty years of living in exile does not even seem to have brought a trace of anger or hatred in the Dalai Lama".

The book is authored by journalist Vijay Kranti, and has 120 pages of rare exclusive photographs.

Buzkashi Ka Meydan a book written by Nasera Sharma, portraying the trials and tribulations of the people of war torn Afghanistan, was released at a function in the Capital by foreign minister I.K. Gujral. He pointed out the grave error committed by certain sections of the Soviet leadership in Afghanistan. He reiterated his belief of non-interference in the policies of other countries and highlighted the importance of relations between India and Afghanistan.

Vice-President Shankar Dayal Sharma released a book entitled *Select Essays on Indian Constitution*. The book has been written by Prof. P.S. Chandhari of Nagpur.

From Mass-Illiteracy to Television culture

A foreign publisher who came to India during the world Book Fair in February made a very significant observation that in India the number of illiterates is high and in its enthusiasm to expand TV network, the danger is that from illiteracy the masses will be going straight to television and videos. This is a very important point to be remembered by the electronic media experts and educationists. Publishers in India do face many problems, but the writers, publishers and educational institutions should devise plans to get books written and published at reasonably low prices.

Vinoba Bhave had said that there are three powers which act as catalysts of change—Atma-Gyan (Self-realisation), Vigyan (Science) and Shabda Shakti (Power of the Word). In India we must nurse all these three powers for the total transformation of society.

The World of Worlds

Thanks to criminal negligence many of our libraries present the picture of a crumbling heap of cultural heritage. Library experts everywhere are unanimous in their opinion that a greater public awareness is a prime pre-requisite for infusing new life into Indian libraries. But creating greater awareness is itself closely linked to enhancing the operational efficiency of the libraries.

Lighter Moments

Jawaharlal Nehru was once asked if the government was shifting the National Library from Calcutta to New Delhi. He was surprised and replied "Who will read books in Delhi?" Nehru was a great writer and a lover of books. It was largely due to his inspiration and efforts that institutions like NBT, CBT, Sahitya Akademi, NCERT, etc., were set up.

Around the World Book Fair

A special exhibition for services to publishers will be established as an integral part of this year's Frankfurt Book Fair, to be held from October 3 to 8, 1990. To be called the Book Trade Services and Suppliers (BSS), this new section will be located in Hall 6.2. The floor area designated to BSS'90 will be some 8,500 square metres and will embrace a wide variety of exhibitors. The new section will feature everything from print, pre-print and post-print services, through to remainders agents, picture libraries, marketing and freighting.

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Compiled by KRISHAN GOPAL*

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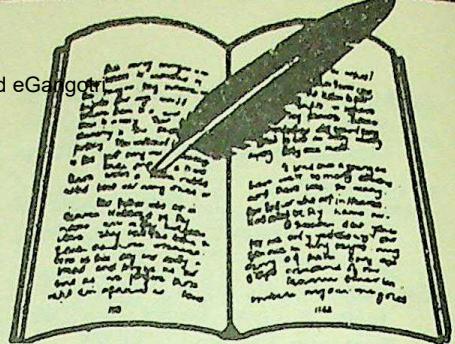
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BOOK REVIEWS

Business Mathematics with Applications in Business & Economics by R.S. Soni, Pitambar Publishing Company, New Delhi, 1989, pp. 791+xii, Rs. 50

This book is to present to the reader "Business Mathematics with Applications in Business and Economics", in one volume with precision and system as well as adequate details necessary to make the book one of practical utility. This book has been written strictly in accordance with the syllabi of B.Com.(Hons) Ist year prescribed by University of Delhi and Indian Universities.

The contents of this book is a garland of eleven chapters. Chapters 1, 2, and 3 deal with Matrices-Determinants, Applications of Matrices in Economics and Linear Programming while the Chapters 4 to 6 have been devoted to Functions—Limit—Continuity, Differential Calculus and Applications of Derivatives in Business and Economics. The next two chapters 7 and 8 attribute to the study of Integration and Applications of Integration in Business and Economics. Partial Derivatives and Applications of Partial Derivatives in Business and Economics have been taken up in Chapters 9 and 10, where as Probability and its Applications has been discussed in Chapter 11.

To make the text clear throughout, a very large number of examples (more than 500) have been taken from the recent examination papers of Delhi University and other Universities and only the best

solutions for them have been given. Further, each chapter ends with a set of unsolved problems (more than 1400) to give the student adequate practice.

Message of Bhagwan Balayogi by Polamuri Sampatha Rao, Andhra Pradesh, 1988, pp. 120, Rs. 20

The Life History of Bhagawan Balayogiswarulu of Mummidivaram in East Godavari District, A.P. written by the author is one that gives Bhagawan's (Tapas) Yoga and (Mahimalu) miracles in simple, candid, lucid and succinct words. The text comparing the quoted lines in *Bhagawad Gita* and the history of other saints of Hindu and other religions are quite supreme in its own way.

In this book, the author has tried to explain the implications, of Tattvopadesa or philosophical inculcations in a lucid way, for it is the non-understanding of this chapter which has given scope for ignorance or prejudice. In fact the Tattvopadesa is not our social, economic and cultural life but also an extraordinary testament of light, vision and bliss. It is highly significant to note that Bhagwan Balayogi has—unlike the religious teachers of the world—introduced a new way or technic of preaching to the people—the Doctrine of Silent Preaching.

This book is not a philosophical treatise in the technical sense of the term but it is an unfoldment of truth which can be achieved only by ardent and intense tapas (penance). This is a guide and enlightenment to all who are spiritual aspirants.

Society and the Criminal (vth ed.) by J.M.J. Sethna, N.M. Tripathi (P) Ltd., Bombay, 1989, pp. 407+xi, Rs. 100

In this monumental work M.J. Sethna has dealt with the nature, the object and the end of law. He realises fully that the criminal is an anti-social and mal-adjusted being who needs cure, help, rehabilitation. The author deals in his work more with the criminal mind rather than with the problem of crime. He appeals for co-operation between law and science, between judges and lawyers, police-officers and probation officers, between medical men, psychiatrists and psychologists. He has given the reader the accumulated wisdom of ages. He does not merely focus his attention on either the imperative view of law or the theories of punishment. The author has approached Theology, Ethics, Psychology, on the one hand, and History, Politics, Economics, on the other. He has not left out of account art or music, the sciences of medicine and genetics.

The book deals mainly with the sociological aspects of crime and its prevention; it deals with crime and criminal legislation from a perspective of the social and moral responsibilities of the community. The work emphasizes the importance of compensation as a concomitant with punishment. Some writers have advocated compensation as a factor going with punishment; in this work compensation is suggested as a factor concomitant with punishment from the point of view of prevention of

crime, and not merely on the grounds of compensating the aggrieved party.

The retributive theory is here expounded as a theory not of revenge but as one based on the time-worn saying: As you sow, so shall you reap. It is interlinked with the reformative and preventive theories.

The need for preventive measures is stressed, for prevention is more desirable than punishment.

The first part of this book deals with society, the state, the law, the individual, and the personality of the criminal. In the second part, the problems of crime, its causes and prevention, are discussed; there is also a discussion concerning the problems of punishment and prison reform. The third Part is concerned with juvenile delinquency.

In the Appendix a statement of the study of actual cases tracing the factors in the causation of crime is rendered.

From an examination of over 57 cases of homicide it was found that 73.72 per cent of the cases showed unpremeditated attacks, while only 26.28 per cent of the cases showed deliberate assaults.

Outlines of Ancient Hindu Jurisprudence by M.S. Pandit, N.M. Tripathi Pvt. Ltd., Bombay, 1989, pp. 64+vi, Rs.30

This book of modest proportions, which delineates the outlines of Ancient Hindu Jurisprudence, contains a wealth of material on a subject which is almost unexplored until today. In a sense, therefore, this is a pioneering work. The book presents with precision how our legal fraternity, which claims close intimacy with the English and American legal systems, is blissfully unaware of the glorious legal heritage of our own country. Our sages and jurists have contributed in a significant measure to the growth and development of the fundamental legal principles which govern all traditional systems of justice. One has to go through the works of eminent Indian scholars like Dr. Ganganath

Jha, Sir Gurudas Bannerjee, Rajkumar Sarvadikari, Mahamahopadhyaya and Dr. P.V. Kane to realise what a tremendous amount of dedication and learning has gone into the writings of those works. In addition to copious reference to the writings of these scholars, the author has dwelt upon the works of Manu, the law-giver, Yajnavalkya and Vignyaneshwara. Readers of this book will find it interesting to know that in India, the study of jurisprudence constituted a compulsory part of legal training. The chapter on the 'Nature and Sources of Ancient Hindu Law' reveals and reflects how, as said by Mayne, Hindu Law has the oldest pedigree amongst the known systems of jurisprudence.

The book endeavours to show how the ancient Hindu Law concerned itself more with the obligations of citizens rather than with the rights which were open to them to exercise. The author's treatment of the illuminating area of legal duties and his penetrating analysis of the diverse concepts of law such as ownership, possession, torts, contracts and crimes show the acumen and expertise which the ancient Hindu jurists brought to bear on their study of the subject.

The book, deals with a vast area of subjects including some of the modern concepts like inter-State relationship, diplomatic relations, diplomatic immunity and rights and obligations relating to war and peace.

Islam and Liberation Theology by Asghar Ali Engineer, Sterling Publishers, New Delhi, 1990, pp. 238+v, Rs.200

Religion not only gives us ideals and values by which to live, but also has a liberative potential for humanity. The author of this book believes that although all religions have this liberative potential, which must be fully exploited to promote justice, peace and integrity of creation, Islam has it to a much greater extent. This is brought out in

his various essays collected in this volume, including "Liberation Theology in Islam", "Islam and Challenge of Poverty", "Islamic and Industrial Policy".

He argues, on the basis of the Quran and Sunna, the two primary sources of Islamic faith, that, if properly interpreted, Islamic faith can liberate not only Muslims but the whole of humanity. It is a Quranic injunction to do justice and fight against exploitation and zulm (oppression). Allah promises in the Quran not only to liberate the oppressed of the earth but to make them leaders and inheritors. The book is a pioneering study of liberation theology in Islam.

Regional Migrations Ethnicity and Security: The South Asian Case by Lok Raj Baral, Sterling Publishers, New Delhi, 1990, pp. 194+ix, Rs.150

This book provides a comprehensive overview of inter-state migrations in South Asia. The three separate areas of inter-state migration, ethnicity and security are brought together in view of the developing correlation among them. Beginning with a theoretical review of the nature, trend and dynamics of inter-state migrations in South Asia, the study explains the historical background, physical-contiguity, economic factors and socio-cultural commonalities that contribute to regional migrations.

The author maintains that no uniform patterns of migration can be traced in the region. The implications of immigration are also country-specific. The Indo-Nepal migration is distinct from others because of the open border system. Yet the migratory trend is being reduced as a consequence of mass movements and regulatory measures adopted by the concerned countries. Other countries face the problems of immigration due to the porous international borders and the weaknesses of various organs of the state. The author observes that nowhere in South Asia can inter-state migrations be completely checked.

Many problems emanating from migrations are related to the internal situation of the countries. The present stages of development and lack of cooperative relations between the South Asian states are likely to intensify rather than solve the problems.

Case Books of Insurance Law (Book two-1950 onwards) by M.N. Srinivasan, Ramanuja Publishers, Bangalore, 1989, pp. 208, Rs. 80

These are Insurance Law Reports in miniature form, containing salient verbatim extracts, mostly from judgements of the superior English Courts, which are not easily available even in many big cities in India and elsewhere. These are highly recommended for Lawyers and others who are ever after sharpening their legal intellect.

An Introduction to Indian Textual Criticism and Modern Book Publishing by H.L.N. Bharati, Central Institute of Indian Languages, Mysore, 1988, pp. 263+ xiii, Rs. 32

Digitized by Arya Samaj Foundation Chennai and eGangatri
Although several good introductory books on modern book publishing are available, there is no book relating the methods of Indian textual criticism to modern book publishing. This book introduces the methods of Indian textual criticism and modern book publishing, even as it presents the research findings of the author in the area of Indian textual criticism.

The book is divided into two parts. Part-I presents the various aspects of Indian textual criticism and Part-II presents a total analysis of the practice and economics of book publishing, editing of manuscripts, printing, copy-right, book design, etc. The book will be found highly useful not only by the students and scholars of linguistics and adjacent sciences but also by the students of journalism and practising editors and publishers.

Guaranteeing Title to Land: A Preliminary Study by D.C. Wadhwa, N.M. Tripathi, Bombay, 1989, pp. 45, Rs. 25

In 1987, the Planning Commission set up a One-man Committee to prepare detailed status reports with regard to the records-of-rights in land in all the States of the country and to recommend measures for its improvement. The purpose of bringing out this preliminary study in the form of a monograph on records-of-rights in land is to create awareness among the citizens about the practice of registration of title to land and its prevalence in other countries.

This work is not a treatise on the subject; it is merely a skeleton indicating its principal features. It contains information about the theory and legal aspects of guaranteeing title to land in some of the countries in the world; it does not deal with the question of administrative procedure. If the idea thrown up in this study finds acceptance, its operation aspects will have to be studied in considerable detail before introducing this structural reform in our country.

What the reviewers say

The Other Crisis of Delhi

DELHI: The Deepening Urban Crisis

edited by Patwant Singh and Ram Dhamija

ISBN 81 207 1036 3, 1989, 156pp, Rs. 275

The book under review tells the sad tale of Delhi in many words. It is in fact a compilation of articles from the Design magazine of which Patwant Singh is the Editor. Indeed most (nearly half) are articles by Patwant Singh or the Editorials. Patwant Singh is a crusader and keeps hammering the establishment relentlessly through this magazine. He was largely responsible for the establishment of the Urban Arts Commission.

However, neither he, the Urban Arts Commission, nor the Town Planning Organisation has been able to stop the rot. The reason is not far to seek. Nobody wants to give up the privilege of being in Delhi.

In the sort of situation prevailing in Delhi, even the work of the Urban Arts Commission looks irrelevant. The only thing that the common man can pursue is survival. Patwant Singh repeatedly talks of the Lodhi Gardens, and how they have been encroached upon by the India International Centre, and the Ford Foundation.

Syed L. Shafi in his article asks a very relevant question: "Why couldn't the DUAC recommend the construction of an aesthetically designed light bridge exclusively for the pedestrians and the cyclists? Or will they go away if we take no notice of them? The truth is that most decision-makers are content with ensuring that their cars have a proper parking place at their place of work.

The book is worth reading if only to realise how selfish and how short-sighted we have become. But it does not show any real way out.

—The Tribune

STERLING PUBLISHERS PRIVATE LIMITED

Indian Textbook Industry

*Narendra Kumar**

The predominant role that books, in bound form, have played throughout their evolution and development, has been instructional. Books are marvels of human wisdom. Born out of a desire to record and share human experiences, books reflect our positive passion for the future. Educating and informing, and disseminating ideas and knowledge, has been, till recently, almost the sole preserve of the print medium, and even today, educational books constitute a very large percentage of total publishing activity in the world. This is even truer of India and other developing countries of the world; in India alone, textbook publishing accounts for over 90 per cent of the total number of books published in the country.

India's population is nearing 700 million. Among them, the majority belong to the age group of 5 to 22 years. They, by and large, constitute the potential for enrolment in schools and institutions of higher learning or, alternatively, for informal education or vocational or professional training.

Development of Educational Facilities and Enrolment

There is no denying the fact that, since Independence, India has made considerable progress in terms of an increase in all types of educational institutions, volume of enrolment, and the sophistication and diversification of educational programmes. During the last four

decades, the number of educational institutions in India has increased from 2,30,000 to 6,90,000. A large number of these, 6,27,000 to be precise, are primary and middle schools, catering generally to the first eight years of schooling; the number of secondary schools total over 55,000. There are at present 150 universities and 5,246 institutions of higher learning in the country.

There has been an all-round increase in enrolment at all levels of education. The total student population has increased from 28 million in 1950-51 to 114 million in 1982-83. Of them, 93 million students were in primary and middle schools, out of a total estimated population of 150 million in the age group 6 to 14 years. Similarly there were 9.50 million students in secondary and higher secondary schools (classes 9 to 11 and in some cases, class 12). Roughly three million students were receiving education in institutions of higher learning, including professional colleges, during 1982-83.

One of the most disturbing factors, which appears to be characteristic of most developing countries, is the high drop-out rate and the corresponding low retention rate, particularly at the primary and the secondary levels. The latter, for example, continues to be less than 50 per cent throughout the country; this retardation, resulting in a waste of

limited educational resources, has obliged educational authorities to plan a system of informal, out-of-school-education for a very large number of drop-outs from regular schools. Non-formal education has also been planned for those who, for economic and other reasons—and notwithstanding the fact that free primary education has been provided throughout the country—have not found it possible to join regular schools. The significance of this programme can be gauged from the fact that 1.50 million students have been enrolled at non-formal centres in the nine educationally backward States of the country.

Another segment of society that needs to be provided functional and non-formal education, is the large majority of adult illiterates. The number of adult illiterates in India increased from 60 million in 1951 to 248 million in 1981 (paradoxical though it may seem, the number of total illiterates has also registered a substantial increase in the country over this period), and their number, in the age group 15 to 35 years, today stands at 110 million. If there is no change in the present rate of population growth and the rate of literacy, it is feared that by the turn of the century the total number of illiterates in the age group 15 to 19 years would account for *more than 50 per cent* of the total number of illiterates in this age group, in the world.

*Managing Director, Vikas Publishing House Pvt Ltd.

New Educational Policy

Against this background, the Government of India has recently taken a significant decision to tackle the educational problem facing the country in a radically altered manner. They have posed certain important issues in this connection, for a nation-wide discussion on the basis of which they propose to formulate a national policy of education, including a national book policy.

Many studies have shown that in the field of education investment, elementary education yields the highest rate of return and has a significant impact on productivity and the general well-being of the masses. Removal of adult illiteracy is also equally important inasmuch as it contributes to awakening of participants' interest in its environment and enrichment of his personal life. It is also an important contributory factor for meaningful functioning of democracy, chosen as a way of life by our country. The Government of India, therefore, appears determined to tackle the problem through adoption of effective means to arrest the growth rate of population and substantially increase the growth rate of literacy. If these measures succeed and if we feel that they would, we should be able to achieve universalisation of primary education and eradication of adult illiteracy among the age group of 15 to 35 years by 1990. This means that during the next 5 years, the enrolment in the age group of 6 to 14 years would increase to 174 million, to cover the entire population in this age group as against 93 million in 1982-83. Similarly the enrolment in the Secondary and Higher Secondary education would increase from 9.50 million in 1980-81 to 15.30 in 1990. It is more than likely that in order to achieve its objective and due to budgetary constraints, the Government might have to adopt

non-formal and distance education approaches on a large scale.

The objective of promoting literacy, and increasing emphasis on the universalisation of elementary education, together with controlling the drop-out rate at primary and secondary stages and the expansion of non-formal education and adult literacy programmes, lay a heavy responsibility on those concerned with the production and publication of reading materials for the students and adults. The implementation of these programmes, therefore, through various means and methods, would result in an almost 100 per cent increase in the number of learners in the country, and whatever else they may or may not need, they are going to need books since books shall continue to be the predominant and most effective tools of learning for many years to come in this country.

Existing Infrastructure for Publication and Dissemination of School Textbooks

Before we begin to assess how best this challenge can be met by the publishing community, it will be necessary to look at the arrangements that have so far existed for the production and supply of textbooks to students.

Since 1942, when the state of U.P. in British India, first began publishing textbooks, State and Central Governments have increasingly taken over their publication, till today, when practically all texts for all school children in India are nationalised. This means that Central and State Governments have directly or indirectly, virtually monopolised the publication of school texts.

Only a few states allow private publishers to operate in limited areas at the secondary or higher secondary level.

The set-up or agency through which the programme of

nationalisation of textbooks is carried out differs from State to State. In some, the Department of Education is itself charged with the responsibility; in others a separate Textbook Board has been created as part of the Department of Education; in yet other cases, the Textbook Board is an autonomous corporation. Whatever the nature of the agency, however, the Government is in effective control of its functioning in all States.

The approach to the production of textbooks also varies. All get their manuscripts prepared, especially at the primary and secondary levels, under the supervision of committees set up for the purpose. The committees draw up the syllabi, have them approved by the Government and then commission authors to write the texts. Some States print the books in their own printing presses, others call for tenders and contract the printing out to the lowest tender. The distribution of books also sees different methods in operation. Most States have their own prescribed depots from which booksellers draw their requirements at a discount of between 5 and 15 per cent. In a major State like West Bengal, though, books are distributed through Head Masters of schools and through the Block Development Officers.

When the nationalisation of school textbooks was initiated in the country, there was perhaps some justification for it. At the time of Independence, public enterprises in the country tended to be controlled by a few large organisations, quite a few of which were subsidiaries of foreign or multinational publishing houses. Their monopoly of textbook materials led to high prices and, sometimes, ill-concealed profiteering. The Government was, therefore, motivated by a desire to provide cheap, mass-produced textbooks of high quality which India's increasing student

population could afford. However, they also appeared to have been motivated by a desire to 'Indianise', the textbooks since the books available at the time were ill-suited to the real educational needs of our children.

Drawbacks in the Present System

It is however, increasingly realised that the policy of nationalising school textbooks has outlived its utility and is now doing far more harm than good to the country. It is detrimental to the interests of the very children it is designed to serve, apart from having dealt a severe blow to the development and progress of a national publishing industry. The implementation of the policy is dogged by the usual ills of bureaucratic handling of an educational programme. It would be relevant here to quote from a study made by a Committee of experts set up by NCERT—the major agency for the publication of school textbooks. Though the Committee submitted its report more than a decade ago, its observations are as true today as they were at that time.

"They (Public Sector Publishers) are seriously handicapped by a total absence of technical personnel to attend to the production and editorial segment of book production.... The manuscripts go directly to the Printing Press without being subjected to the editorial drill or type marking, visualising, dummy making, etc.," in the absence of a professional Editor which constitutes the most important single area of responsibility, the end product in a large number of cases, suffers from "presentation, printing and production.... They lack the colour and appeal necessary to stimulate the young mind." Further, "Publication and marketing of textbooks

require professional knowledge and experience which departmental officers handling the job generally do not possess."

The departmental management of nationalised books has suffered from various deficiencies such as delay in their publication and faulty distribution. The delay in printing and making the books available to the students in various parts of the country has been sharply criticised even by those who otherwise are not averse to state monopoly over the publication of textbooks.

It is true that nationalised textbooks are cheaper than those produced by private publishers, and there are cogent reasons for this. In the first place a private enterprise must make profit in order to finance its own development and, in the case of publishers, the development of their publishing programmes. Further, the public sector does not include overheads when costing their books. They only take into account direct or manufacturing and distribution costs. Again Government agencies publish for a captive market, use the cheapest material and printers, and provide a very low discount to book sellers. The authors are also not paid royalty on the sale of books but only prescribed a lumpsum payment. They also have access to paper at highly reasonable prices as against the exorbitant prices that private publishers have to pay in the open market.

Apart from their production and distribution, the authorship of school texts is also entirely controlled by the Government. Most of them are neither pre-tested nor revised and updated regularly. Sufficient care is not taken in the screening and commissioning of authors, and a disturbingly large number of texts suffer from a dull uniformity, born of a sameness of approach. All this is shattered by a monopoly situation that guarantees sales, however

unwholesome the product, simply because there is no option—and no choice.

The Single Textbook Situation

The fact that there is no choice is perhaps the most deplorable drawback in the existing monopolistic set-up. It is educationally unsound to prescribe for all students, a single textbook in a particular language. This point has been emphasised by nearly all the Expert Committees and Commissions set up by the Government for a comprehensive review of education in the country and the laying down of a national education policy. The University Education Commission in its report submitted in 1966 stated that "no useful purpose is served by having only one textbook in a subject for a given class, as is almost invariably the position under the existing programme of nationalisation."

The Secondary Education Commission set up earlier by the Government, had also stated that "in place of prescribing a single textbook, a number of textbooks may be approved and the schools may be given the option to select one of them as per their requirements."

The working group set up by the National Book Development Council, a Government sponsored organisation, in their report submitted recently to the Government, have also suggested that "the single textbook situation in regional languages in schools should be remedied" and that "multiple books for each level, both as textbooks and as supplementary readers, be produced so that the learning child is given the option to enhance the universe of discourse, as the same truth can be expressed in different languages; the same material presented in different ways enhances the coping ability of the child to operate in the multilingual world. This would also help the child to become creative and innovative."

The soundness of the policy of making alternative books available to the students is borne out by the fact that the English medium schools (a large number of which are known as public schools in India) who have the freedom to choose their books, continue to maintain high academic standards and are known to be among the best in the country.

The Freedom to Publish

State monopoly over the publication of textbooks and the prescription of a single text for all children have deprived publishers of their freedom to publish, authors of their right to receive equitable royalty, and teachers and students of the right to choose from among the best publications that can be made available to them on a particular subject. While speaking of the publisher's right of "freedom to publish," I might mention that this is a right cherished by publishers in all other countries which, like India, believe in and practice the democratic way of life. In this connection I am tempted to quote from an important resolution passed by the International Publishers Association in their last conference held in Mexico in 1984. The resolution states: "Governments which have undertaken textbook publishing (should) take prompt steps for turning over this responsible task to the private sector which is best suited for such an undertaking."

Structural Changes in the System of Education

A significant change in the educational pattern that has a bearing on the publication of textbooks in the country, relates to what is known as the 10+2+3 system of education. The recommendation in this regard was made by the University Education Commission (1964-66) set up by the Government; it felt that the existing system of ten (and in some States, eleven) years of

school education ending in matriculation was academically unsound. Since matriculation was, as it should be, the terminal stage for school education, students passing out, did not attain a sufficiently high academic standard or acquire sufficient maturity necessary for pursuing higher education, or for entering a profession or a vocation.

The Commission therefore recommended that school education should be of 12 years' duration, consisting of 10 years of general education with science, mathematics and social studies as an integrated component plus two years of pre-professional learning, branching into various streams, of which vocational education should constitute an important part. At the same time, the commission recommended that the duration of the first degree course be reduced by one year, i.e., it should be of three years' duration. This recommendation has been implemented in many States, resulting in the restructuring of school textbooks for students whose number also increased because of the additional new schools year. This necessitated both the publication of a very large number of books for vocational studies, as well as a restructuring, in terms of content and approach, of books meant for students at the plus two stage who previously, by and large, studied in colleges. Further, the new framework in schools was supposed to cut across the conventional boundaries within the arts and humanities and the scientific streams of physics, chemistry and biosciences which were expected to merge into a general science single course. Many books presently prescribed for the new system continue to present knowledge in the same segmented fashion, in single covers, under the name of general science or social studies.

Mother Tongues as Media of Instruction at Primary Stage

There has been some significant fresh thinking on the subject of

imparting primary education to children. The working group set up by the Government to suggest a national book policy for the country has observed that "India is one of the rare countries that has given Constitutional guarantee of a primary education through mother tongue. But this provision appears to be accepted more in the breach than in its observance. Only 58 languages out of 200 to 700 languages are used as primary school languages. ... It is therefore, important that with a view to meet the rising identity assertion of groups and providing a sound pedagogical base to education, the Constitutional guarantee of a primary education through mother tongue is implemented. ... and that for primary school children we should aim at producing books in as many mother tongues as needed to be instructed in." These mother tongues are only variations of 13 major regional languages which have been accepted as languages of administration, education and communication in the various states of the country. The working group have therefore, recommended "proper linkage of these mother tongues with 13 major languages at the next higher stage in schools."

The acceptance of this sound educational principle lays a still greater responsibility on the shoulders of those charged with the task of producing textbooks, those already handling more books than ever before both in terms of volume and variety.

This stupendous task cannot obviously be handled by the public sector alone. As explained earlier, there are, at present, over 110 million students studying in approximately 7,00,000 primary middle and secondary schools across the country. This number is going to increase significantly in the years to come as a result of the over-riding priority sought to be given to the universalisation of elementary

education and the spread of literacy, envisaged in the new educational policy.

III-effects of State Monopoly over Publication of Textbooks

At present more than 80 per cent of the entire publishing activity in the form of school textbooks in India is undertaken by Government or public sector agencies. In financial terms, this is a one billion dollar a year business, and could easily constitute the rolling finance of our trade. Money generated from textbook publishing in other countries is used to finance creative and non-academic writing, and because the sale is assured and renewed each year, it makes for a stability that encourages sustained publishing endeavour and has, historically, been responsible for much great publishing in the world.

As a result of this policy, the Government has been responsible for elbowing out a large number of small and medium sized publishers, particularly those concerned with publishing in regional languages, from the book trade. Others have been obliged to undertake the publication of notes and guides which clearly is not a healthy trend; further, and what is far more serious, many of the bigger publishers have been deprived of a sound, financial base because they are denied a regular and substantial income from the publication of school textbooks. They, thus find it difficult to publish socially useful and desirable but economically unviable books of a general nature *including children's books*. In most countries, publishers are in a position to discharge this important responsibility through savings that accrue from the publication of textbooks; so much so that in a country like Japan, publishers reportedly are in a position to bring out, on a no-profit basis, reasonably priced books for children which are known all over

the world for their colourful presentation and excellent production. The withdrawal of such a lucrative business has also prevented the publishing industry from undertaking exports on a big scale, for which India possesses good potential.

Aggravating matters is the fact that many public sector publishing agencies have set up their own printing presses for the publication of textbooks. This trend appears to be on the increase, notwithstanding the fact that the printing industry in the country is capable of meeting the growing demand, in this particular area through the use of the latest printing techniques. It is, however, felt that if the Government create extra capacity for this purpose, printing capacity, in private hands will remain partially un-utilised. We shall thus not only do a great disservice to the printing industry but shall also be guilty of loss of resources resulting from under utilisation of available capacity.

Publishers in the private sector, in view of the vast technical and professional expertise available to them, are also in a better position to scout for creative authors for doing the job in the most competent manner, as has been amply proved by their publication of university textbooks.

Sharing of Responsibility between Public and Private Sector

In the light of what has been stated above, it is obvious that if we aim at accelerating the production and distribution of textbooks for children, the Government at the Centre and in the States should allow the private publishing industry a substantial share in the publishing of books meant for systematic instructional activity. State boards and agencies should concern themselves primarily with building an infrastructure, at the far more basic and crucial level of reviewing

and reforming policies, examination procedures, curriculum requirements, ultimate objectives and alternative strategies for our educational system.

Even Government, for whatever reasons, does not for the present consider it feasible to completely transfer school level textbook publishing to the private sector, it must take immediate steps to undo the harm that the monopolistic publishing of books has done to their academic and production standards, and to their timely production and prompt distribution. One pertinent suggestion that I can make in this regard is that NCERT and the agencies concerned with textbook publishing in the States, should confine themselves to the preparation of detailed guidelines, in consultation with the expertise available to them, for the writing of textbooks. Publishers can then be asked to have books published on the lines recommended and to present them for perusal and selection by competent agencies set up by the Government for the purpose. Even better would be the approval of two or three books of the requisite standard, written on the same subject and for the same class, which, apart from being educationally sound would improve the quality of writing and production through healthy competition. Should official agencies even so, prefer to prepare the manuscripts themselves, they should encourage their publication and distribution through private channels, in order to facilitate their availability to students at moderate prices and in good time. In such a case, the Government must take adequate steps to ensure that the academic quality and standard of these books is maintained and that they are relevant to the requirements of children in different parts of the country.

It may be relevant to mention here that the need for associating

private sector publishing with the publication of school textbooks has been consistently and persistently voiced by the Federation of Indian Publishers, a body which represents the publishing industry in the country. The stand taken by the Federation has received powerful support from many eminent educationists, and from the working group set up by the Government recently for suggesting a National Book Policy, which has gone on record as saying: "Considering the enormity and complicity of the task (in pursuance of the new education policy and the national book policy) it is recommended that the publishers in the private sector may be associated to fill in the publishing gaps in book production, especially in remedying the single textbook situation."

So much for the production and distribution of texts for primary and secondary school students, and for those receiving instruction through various programmes designed for non-formal education and adult illiteracy.

Publication of University-level Books—A Historical Perspective

The second important component of educational publishing relates to the publication of tertiary level. It is a matter of deep satisfaction that India, in a comparatively short period of time, has done reasonably well in this sphere. Before I deal with the present situation however, it is necessary to give some background to the issues involved so that it can be appreciated in proper perspective.

When India achieved independence in 1947 we were practically dependent upon the U.K. and U.S.A. for meeting our requirements of books for higher education, a situation which continued for quite some time. The Indo-American Textbook Programme was introduced in 1961, according to

which a portion of PL-480 funds in Indian currency accumulated by the Americans through sale of foodgrains to India, was to be utilised by U.S.A. for subsidising the Indian reprints of American books. Soon after the U.K. entered the Indian book market in a big way, flooding the market with low priced educational and technical books under their English Language Book Society programme which was introduced in 1962. Actually, the E.L.B.S. programme covered not only India but a very large number of developing countries which used English as a medium of instruction. India, however, has been the major beneficiary of this programme.

According to the statistics available with the Ministry of Human Resource Development, America subsidised the printing of over 1620 titles under the PL-480 programme, while the British furnished 720 titles for use by students in colleges and universities.

Both schemes were welcomed by Government as well as students since they made available educational texts at fairly low prices, at a time when university education was rapidly expanding in our country. Further, some reprint publishers, particularly, the subsidiary firms of the reputed American Publishing House, made substantial profits from the PL-480 scheme.

In the ultimate analysis, however, these programmes militated against the interests of indigenous publishing because our books could not compete with books of foreign origin which were being sold at one-fifth their original price. The number of publications subsidised by the U.S., however, registered a progressive decline with the passage of time primarily because of the discontinuation of supplies to India under PL-480. The British have also been obliged to reduce the supply of their books

under E.L.B.S. because of a constraint in resources. In the meantime India, in 1965, entered into an agreement with the USSR for the exchange of educational books and material under their joint Indo-Soviet Textbooks Programme. But even this programme has been primarily a one-way traffic since we have, by and large, remained at the receiving end. According to the information available with the Government, India has been supplied with 530 Soviet titles, since the inception of the programme two decades ago.

In all fairness, however, it needs to be mentioned that India began to realise the baneful effects of her continued dependence on imported books, notwithstanding the element of subsidy provided by them. The import of these books, particularly, those covered by the E.L.B.S. scheme used up scarce foreign reserves; but, what is more significant, the continued import of these books adversely affected national authorship and inhibited the development of an indigenous industry. The Government, of late, has been quite circumspect in approving books for import under E.L.B.S., and under the Indo-Soviet Textbook Agreement as well. As a matter of policy, only those titles are approved which fall under specialised categories in which books of comparable standard are not available in India.

Indigenous Schemes for Subsidising University Level Books

Motivated by the desire to conserve foreign exchange and encourage indigenous authorship, the Indian Government also adopted certain important measures for discouraging the import of non-technical educational books into the country. They restricted the scope of import licences and at the same time, launched a significant scheme for

subsidising university-level books written by Indian authors. The actual implementation of this scheme was entrusted to the National Book Trust, India, a public sector publishing organisation under the Government. The subsidy extended to 60 per cent of the cost of production. Both authors and publishers received their royalties and share of subsidy, respectively, in good time and students got books at low prices. The scheme has been commendable in its promotion of indigenous educational authorship, particularly, in specialised areas and also of the publishing industry. To date the National Book Trust has subsidised 700 titles since the beginning of the scheme and various publishers have so far published 2.50 million copies of subsidised titles.

Although originally intended to cover languages books in English only, its scope has recently been extended to books in Hindi which is the medium of instruction in a large number of universities located in the Hindi speaking areas of the country. It is also proposed to cover books in other Indian languages which have been accepted as the media of instruction in various parts of the country.

Quite a few universities in the country have set up their own publication bureaus or units which publish scholarly monographs, research papers, and others for teaching and research. Apart from this the University Grants Commission, (a statutory body set up for ensuring maintenance of uniformly high standards among universities through financial assistance) has also devised a scheme for promoting indigenous authorship through the offer of fellowships for preparation of manuscripts on approved subjects by college and university lecturers. Accordingly, a fair number of learned academicians have been working on books particularly on

subjects of a highly specialised nature which, so far, have been the preserve of authors from advanced countries. The Indian Council of Social Science Research and the Council of Scientific and Industrial Research, and a few other institutes of higher learning research, have also undertaken to finance selected projects for the publication of doctoral theses and other works of a highly specialised nature, relevant to their sphere of activity.

In order to promote the publication of university-level books in various Indian languages, the Government, fifteen years ago sanctioned an amount of ten million rupees to each State for the production of university-level books in their respective regional languages. This was meant to be a revolving fund and proceeds from the sale of books were to have been utilised for further publication of books in regional languages. The scheme unfortunately has not been able to achieve the desired results. Many States, particularly in the Hindi-speaking areas, have failed to create revolving funds primarily due to their failure to sell the books they published. On the other hand students in certain States have complained of non-availability of regional language books in certain specific areas, and the failure of some universities to ensure a progressive use of Indian languages as media of instruction has adversely affected the saleability of these books. It so appears that the publication and marketing of the books can be effectively tackled only by those who possess the necessary experience and expertise to do so. The working group set up for drafting a national book policy is reported to have suggested to the Government that they review comprehensively the "Rupees Ten Million Per Language Scheme" and take remedial measures to ensure its success.

Publication of University-level Books in Private Sector

The financial support extended by Government and semi-Government agencies for the publication of university-level books has without doubt, helped lessen our dependence on books of foreign origin. Some enterprising publishers have also taken up the challenge and have been able to produce a large number of scholarly books which not only compare favourably with imported books but in view of our background and environment are more relevant to the requirements of our students. The production of such books has increased progressively over the last few years and we are today almost self-sufficient as far as our requirements for books in various specialised areas at the undergraduate, and to a large extent at the post-graduate, level are concerned. We do, of course, still need some books of foreign origin for highly specialised scientific and technical areas.

In totality, the publication of university-level books in India has reached a stage where we are in a position to export them to some of the developing countries in South and South-East Asia, the Middle East and some African countries. During 1983-84 our total export of books was of the order of approximately 150 million rupees, and scholarly books accounted for a good percentage of this amount. Indian books are relevant to the requirements of these countries in the Third World where English is the medium of instruction for higher education. In addition the standard of production has registered a substantial improvement over the last few years. At the same time our books, in the matter of prices, compare favourably with those emanating from advanced countries.

The Handicaps of Private Sector Publishing

The fact that India enjoys a pre-eminent place in the publishing world and has been able to attain this

position despite many handicaps and constraints, is evidence of the inherent strength and vitality of Indian publishing. The publishing industry in the private sector has been deprived of a sound financial base as a result of being denied the right to produce school textbooks. Because of the phenomenal increase in the price of indigenous paper, it has been faced with an extremely difficult situation regarding raw material. Publishing is not recognised as an industry in India and publishers are not entitled to credit facilities from banks as they do not consider books sufficient collateral security. Far more serious than all these handicaps however, is the unhealthy competition they face from those unscrupulous merchant importers who obtain obsolete remaindered books from the West at throwaway prices and sell them to libraries and other buyers at exorbitant margins of profit. Incidentally, under the Government's Open General Licence policy, a large number of educational books can be imported by traders, which facility is exploited and misused for importing books which have been remaindered in their countries of origin.

The Future of Indian Publishing

Despite all these handicaps, the Indian book industry can look forward to a reasonably bright future. The second most populous country in the world has no option but to set up the production of books, more so in the field of textual literature. There are firm indications that the challenges that the new Education Policy would pose in the matter of producing textbooks and supplementary reading material for students and new learners, would have to be faced jointly by public sector publishing agencies and the private publishers. The vast potential for disseminating Indian books, including a good percentage of children's and university-level books to countries of the Third

World and neighbouring countries points to the same direction.

The working group set up for formulating the National Book Policy has strongly recommended to the Government the establishing of a Book Finance Corporation for providing credit facilities to publishers. This group has also supported measures for discouraging the import of obsolete books in the country, and there is reason to hope that these recommendations will be accepted by the Government and will materially contribute towards bettering the prospects of publishing in India.

Amendments in Copyright Act for Fighting Piracy and Provisions of Compulsory Licences

It will be relevant here to mention that a fair number of educational books, both indigenous and imported have been pirated by some unscrupulous traders in our country and also at some notorious centres of piracy in our neighbourhood. Happily India has recently enacted an important legislation to fight this menace: according to the new provisions in our Copyright Act, infringement of Copyright has been made a cognisable offence, punishable with imprisonment for a period of not less than six months but which may extend to three years, and a fine which shall not be less than Rs.50,000/- but which may, in certain circumstances, go up to Rs.3 lakhs.

Some publishing circles in the advanced countries of the West have expressed concern over the amendment to our Copyright Act, made a couple of years ago, regarding the issue of compulsory licences for reproduction and/or translation of foreign books, and have expressed the fear that this would harm the interests of publishers particularly those dealing with scholarly books and textual literature in their countries. Let me take this opportunity to allay their fears. In the first place the issue of

compulsory licences has been made subject to so many restrictions that a publisher can resort to this practice only after he has given documentary evidence to the effect that he has failed to secure the right of publication and/or translation of a particular book, despite all possible efforts made by him to arrive at a mutually negotiated agreement with the owner of the copyright. Further, the books to be published under compulsory licence shall not be exported and shall be used strictly for educational purposes or systematic instructional activities.

We feel however, that since India has become almost self-sufficient in the matter of textbooks needed for various disciplines in higher education, and since the procedure for acquiring the licence is cumbersome, there is little likelihood of Indian publishers applying for, or the Government allowing, many books to be published under compulsory licence. It is pertinent here to add that during the operation of the clause relating to compulsory licence no publication of foreign origin has been licenced for reproduction or translation for over a year.

Value Based Textbooks

Before I conclude, I would like to touch upon another point which is relevant to the publication of textbooks in India. Textbooks constitute the most powerful medium of inculcating among the young certain basic principles and long cherished values. They also help in achieving the long-term objectives that we have laid down for ourselves. "Thoughtful people in all walks of life in our country are greatly disturbed by a progressive erosion of values and the resultant pollution of public life. The fact that this crisis of values is as pervasive in schools, colleges and universities as it is in other walks of life, is seen as a highly dangerous development."

Four decades ago, Mahatma Gandhi, who gave us the most

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Reading Habit and the Role of Public Library

B. Rajagopal*

Introduction

Education is an important input for national development. It is a barometer indicating a country's growth, development and culture. Education and literacy involves the mastering of four skills viz; listening, speaking, reading and writing. *Homo Sapiens* get the first two skills naturally by birth unless otherwise physically impaired. The other two skills namely, reading and writing can be acquired by every one, but not without a good amount of effort. Out of these skills, reading is a vital one.

Role of Reading

Reading is the gateway to knowledge and wisdom. It is one of the most effective means of systematic development of language and personality. It provides access to the ideas of other men and women cutting across time, space and language. Reading was once valued merely as a means of receiving messages but today reading research has defined the act of reading in itself as a multi-level mental process which contributes greatly to the development of the intellect. V. Demidov in his book, *How We See, What We See* observes: Reading actively, shapes the abstracting power of the left hemisphere of the brain, and, besides, develops the words relating to specific images. The last process is totally absent when viewing pictures on the television screen. As a result, the one

who reads develops more intellectual personality than the one who lives at the mercy of visual perceptions without taking the trouble to couch them in words, and thus remains at the level of abstractions. "Hence, reading is the most important skill that abet the development of mankind."

Reading Habit

The development and the growth of reading habit needs certain prerequisites. They can be divided broadly into three areas viz; (a) ability to read, (b) Facility to read, and (c) The sustenance to read.

(a) *Ability to read:* The ability to read presupposes the establishment of a system of education which provides literacy to all. For historical reasons, our country is still lagging behind in providing this ability to a large majority of its people. On an average, 70% of our population is illiterate. It is estimated that by the turn of the century there will be 200 million illiterates in India. In spite of a constitutional directive to provide compulsory education and our schemes of adult literacy, the problem has remained unsolved after 42 years of our independence.

(b) *Facility to read:* The facility to read implies the establishment of a network of libraries within the reach of every citizen. Libraries within academic institutions besides adequate public libraries, should be established.

Practically most of the people in rural and backward areas of India are devoid of libraries in general and libraries in schools. The report of MHR *The Challenge of Education* bears it out. Further, book production in Indian languages is very meagre, and inadequate. The printing and publishing industry and technology has not developed sufficiently. The output in children's literature is abnormally inadequate.

(c) *Sustenance to read:* The sustenance to read is an important aspect in a developing society like ours. The drop-out children and the neo-literates laps into illiteracy due to lack of adequate materials and library services. Even among our literate people, reading habit is not much developed, for economic reasons. They don't have purchasing power and books hardly figure in their budget. From the upper middle class down to the poorest literates in our society, would, therefore, require a dynamic public library system to sustain their reading habit.

Book Environment & Book Hunger

Book environment and book hunger in our country has not properly developed. It is estimated that the per capita reading in leading publishing countries is 2000 pages, whereas in India it is only 32 pages. Except for religious books, textbooks and professional publications our literates seldom spend money on books. The

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economic basis of our book industry has to undergo a thorough change before we can expect our readers to buy books. Till then they have to depend entirely on public libraries which are inadequately managed and sparsely provided.

Public Library

A public library is a social agency intended to provide information, to help education, to provide recreation and to give spiritual solace. As far as the reading habit is concerned, the public library is an agency to promote and sustain it rather than to create it entirely on its own. Initially the reading habit among children is to be created by parents, other family members and teachers. The seeding of the reading habit is done at home. Public libraries, librarians, publishers and booksellers have direct and indirect responsibilities to promote and develop this habit among men, women and children in various ways. How many people will use public libraries throughout their lives depends very much on whether and how they were introduced to public libraries in their youth and how at home they were made to feel about them. Only a few children come to the library themselves or at the suggestion of their family. Initial introduction and regular promotion of interest is necessary. A live public library must constantly win over

new readers, especially young readers.

Public libraries should build up their collection with care to suit and motivate its users. Blind and bad book selection inhibits the use by its users and turns the libraries slowly into museums and godowns. Libraries should undertake programmes designed to introduce unfamiliar books, recommended material for personal reading and deeper understanding of familiar books. The main goal is to arouse interest and pleasure in reading and to make reading a habit.

Plethora of extensive activities and events are to be organised by public libraries to bring the children and other readers into contact with the library. Some of them are listed below:

1. Story hours
2. Book reports
3. Literary celebrations
4. Book exhibitions and book fairs
5. Book discussion groups
6. Reading by authors
7. Reader group forums
8. Courses, meetings, seminars etc., on the importance of reading
9. Book programmes in the mass media
10. Advertisement for books
11. Book mobiles
12. Reading to illiterates

13. Reviewing books in local papers
14. Eloquence competence
15. Best reader awards

The above list of activities is by no means complete. It can be unending. The constant activity of the public library is to lure the potential readers into the pale of its influence and convert them into actual and regular readers for the optimum use of its collection and services.

Dr. S.R. Ranganathan's five laws of library science viz.,

1. Books are for use
 2. Every reader his/her book
 3. Every book its Reader
 4. Save the time of the Reader, and
 5. Library is a growing organism
- have a philosophy underneath them deeply committing the library and the librarian to the reader and his interests. The libraries shall find solace only in serving their readers who are gods in these modern temples of learning.

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revolutionary principles of education, insisted that true education must make a child "mentally poised and morally excellent."

In a vast country like India where people practise different religions and speak many languages, national integration is, at times, under considerable strain because of divisive forces arising out of caste, religious and regional considerations. There is, therefore, an

urgent need for inculcating among our children and youth the values of national cohesion, appraising them of the dangers of communal and caste fragmentation, and recognising the need to strengthen the composite culture of India. This can best be done when books, and especially textbooks for children and for youth are so devised as to make them socially relevant so that they might inculcate in students a legitimate pride in the national heritage and

commitment to upholding India's unity and integrity.

The Government and the people of my country are fully conscious of the need for reorienting the curricula and textbooks for students in schools and universities with a view to achieving the objectives set out above. In the process, we shall be leading a whole nation, to quote from an ancient Indian scripture, "from darkness to light, from ignorance to knowledge."



3RD CONDENSED COURSE FOR PUBLISHING PROFESSIONALS

New Delhi, August 20-27, 1990

ATTENTION PUBLISHERS !

For four years, the Institute of Book Publishing, New Delhi a non-profit-making organisation, has been working to promote professionalism in the publishing industry through conduct of training courses and organisation of seminars and workshops on various aspects of publishing.

There has been a big response right from the beginning

	Total Number of Participants	Foreign	Public Sector	Private Sector
First course (1988)	23	8	8	7
Second course (1989)	34	8	17	9

Many of the participants who participated in these courses held fairly senior and even top positions in their publishing organisations and there was complete unanimity among them regarding the high standard of the course and its relevance and utility for more efficient discharge of their duties.

It is a matter of great satisfaction that, as usual, this year also the response to the course has been highly encouraging. Participants from Pakistan, Sri Lanka, Malaysia, Tanzania and different parts of India, have already enrolled themselves for the course.

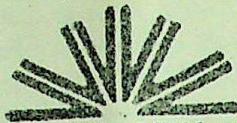
We are giving the programme of the 3rd course, scheduled to be held from 20th to 27th August, 1990.

We have a highly experienced faculty which reads like a who's who of Indian publishing.

Please hurry up and sponsor a participant at the earliest before the course is fully filled up

3RD CONDENSED COURSE FOR PUBLISHING PROFESSIONALS

New Delhi, August 20-27, 1990



COURSE OBJECTIVES

- * To increase participants knowledge of specialised fields of publishing.
- * To enable them to avail themselves of new technological markets and services so that they can ensure more efficient and cost effective management.
- * To expose them to the knowledge and experience of other professionals.

PARTICIPATION IN 1989 COURSE

Last year the Institute had provided for 25 seats for the course but in view of the unexpectedly heavy response, it was obliged to make provision for 9 additional candidates. Thus 34 publishing professionals from India and other South and South-East Asian countries participated in the course. Of them 17 participants were from public sector organisations of India, 4 from Malaysia, and 2 each from Nepal, Indonesia and Bangladesh. Many of the participants held fairly senior and even top positions in their publishing organisations. There was complete unanimity among the participants regarding the standard of the course and its relevance and utility for more efficient discharge of their duties.

COURSE FORMAT

Nature and Duration of the Course: The condensed course will be extensive and will cover practically all aspects of publishing. Classes will be held from 9 a.m. to 4 p.m. with an hour's break for lunch. The faculty will consist of highly qualified, competent and experienced persons from the publishing industry and members of the teaching faculty, Institute of Book Publishing. A part of the evening sessions will be utilised for practical training through workshops and discussion of case studies. Arrangements will also be made for visits to a leading publishing house and a modern printing press in Delhi.

Qualification for Admission: The course will be open to in-service personnel with two years' experience in Book Publishing. The Course Director will however have the discretion to waive this condition.

Venue and Dates: The Course will be held from 20 to 27 August, 1990 at the Indian Social Institute, 10 Institute Area, Lodhi Road, New Delhi-110003.

Fees for the Course: Indian participants Rs. 1000/- per participant in place of fees charged in previous courses. Foreign participants US \$ 100/- per participant in place of fees charged in previous courses.

This shall include course materials, stationary, working hours, tea/coffee.

Number of seats: 25

Accommodation

Facilities

*Indian Social
Institute (Hostel)*

Lodhi Hotel

Vikram Hotel

stays/other facilities for the course.

Single

Room	Rs. 65 plus Rs. 6 for breakfast (compulsory)	Rs. 500 plus	Rs. 396 plus
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Double

Room	Rs. 100 -do-	Rs. 625	Rs. 495
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tax

10%

Note: Booking of rooms will be possible only if the accommodation charges in full are sent along with the application form of admission. The rates are subject to upward revision.

Late date for receipt of applications on the prescribed form, available from the office of the Institute, for admission and for booking accommodation is 7th August 1990.

COURSE CONTENT

INSTITUTE OF BOOK PUBLISHING

Introductory & Publishing Management

1. Definition and functions of a book; Different categories of books; Publisher's role in society and cooperative role of various functionaries.
2. Book Publishing in India—An overview.
3. Anatomy of a Publishing House, functions of various departments; Planning a publishing programme; Gestation period; Basic professional records.
4. Capital requirements and credit facilities; Cash flow; Direct and fixed costs; Pricing.
5. New technology and the future of the book; Use of computers in Publishing.

Editing

6. Commissioning and evaluating a manuscript; Literary agents and scouts; Editor's multi-purpose functions; List development and coordination with production and marketing departments; The house style.
7. Author-Editor dialogue; Rights and duties of authors; Author-publisher agreement.
8. Editorial technique; Substantive editing and copy editing; Editor's reference aids and tools; Computer applications for editor.

Production

9. Principles and methods of book designing.
10. Modern techniques in typesetting; Printing, binding, colour processing and Desktop Publishing.
11. Preparation of manuscripts for printing; Type-marking, photocomposing, proof-reading; Varieties of paper for book printing; Book binding.

Marketing and Promotion (Including Imports and Exports)

12. Promotional budget; Pre-publication, on-publication and post-publication publicity; Market analysis; Methods and media of publicity; Collective and cooperative publicity and promotion; Book exhibitions.
13. Wholesaler and Retailer; Non-conventional marketing channels; Sales representatives.
14. Sale to libraries and institutions; Strategies and cost of mail-order selling; Book clubs.
15. Book reviews—an effective tool of publicity and sales promotion; House journals.
16. ISBN system.
17. Export of books—potential and prospects; International book fairs and festivals; Import of books.

Publishing—Special Categories of Books

18. Paperback publishing—problems and prospects.
19. Publishing of school textbooks.
20. Publishing of children's books; Development of the reading habit.
21. Publishing of scholarly books.

Copyright

22. Copyright—the basic concept; Subsidiary rights with particular reference to translation rights; Indian Copyright Act.
23. International copyright; Needs of the developing countries; Piracy of books.

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24. Book Publishing in Asia—including the countries of the Pacific.
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NEWS AND EVENTS

PM releases book on Army's History

Prime Minister Mr. V.P. Singh while releasing a pictorial book on the Indian Army, disclosed that he wanted to be a sailor. The over 300-page book is the first ever pictorial documentation of the Army, tracing its centuries-old history titled "The Indian Army", the book carries over 200 pictures, starting from the Army's pre-British era history to its deployment in Sri Lanka.

Depicting the 250-year-old history of the Indian Army, the book includes the deeds of bravery of famous regiments, corps and their supply forces. It also shows the Indian Army during the two World Wars, expeditionary campaigns in France and Malaysia and post-independence four wars of 1948, 1962, 1965 and 1971.

The central theme of the book is the evolution of the Army's fighting spirit over the centuries and its development into one of the most combat tested field forces extant today.

International Award for B. Jain Publishers (P) Ltd.

The International Homoeopathic Medical League, Holland and the Homoeopathic Academy of Barcelona, Spain have jointly awarded B. Jain Publishers (P) Ltd., for their pioneering work in the field of Homoeopathic Literature. The award was given during the 45th Congress of the International Homoeopathic Medical League on the Occasion of Celebration of 200 years of the Discovery of Homoeopathy (1790-1990) and 100 years of the Homoeopathic Medical Academy of Barcelona (1890-1990). They have published more than 1000 books on Homoeopathy and have exported the same to European and American countries to the tune of Rs.40 laks during 1989-90.

Savita Chadha receives prestigious award

By receiving the prestigious cash award of Rs. 11,001 along with a shield for her Hindi book (of stories) titled *Ek Aur Bhagwan (One More God)*—published by Taksh Shila Prakashan, New Delhi—from Lt. Governor Arjan Singh at the recently held function in Raj Niwas under the auspices of the Hindi Academy, Ms. Savita Chadha has evidently entered her name in the list of writers of repute. Due to linguistic felicity and literary flair holding Masters degree in Hindi and English and a diploma in journalism (on the way to Ph.D.) with ample knowledge of Urdu and Punjabi—she feels at home in her writing missions.

Sixth International Congress on Medical Librarianship (6 ICML) and Pre-Congress Seminar

Technical Exhibition for participation by the Publishers, Book-Sellers & Distributors and Subscription Agencies, Manufacturers of Computers, Telecommunication Systems including CD-ROM? FAX, Software and Desktop Publishing Systems, Photocopiers, Electronic

Typewriters, Microfilming, Security Systems, Printing Industry, Suppliers of Library Furniture, Fittings and Stationery, Office Automation, Interiors, etc., will be held at Ashok Hotel, New Delhi (24-28 September, 1990). For more details please write to:

Secretary General, NOC/6ICML
C/o World Health Organisation
I.P. Estate, Ring Road
New Delhi - 110 002
Telephone: 3317804-23
Fax : 91-11-331-8607
Telex : 31-65031 and 31-65095

Edu-Tech India '90

India's 1st International Exhibition and Conference on Educational and Vocational Training Equipment, Materials, Technology and Services will be held at Ashok Hotel, New Delhi (17-20 October, 1990).

For more details please write to:

APPLIED TECHNOLOGY SERVICES PVT.LTD.
14-F, Basant Lok
Vasant Vihar
New Delhi - 110 057
Tele : 11-670346
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Encyclopedia of Hinduism

The primary aim of the *Encyclopedia of Hinduism* is to present the Hindu thought—scriptural, doctrinal, philosophical, ethical etc.—in a comprehensive way. It will cover inter alia the Hindu religious development, history, institutions, and customs and practices. The kindred faiths of Jainism, Buddhism, Sikhism etc., will also be duly represented. An international Advisory Editorial Board comprising distinguished and illustrious Hindu Scholars will supervise the compilation of the Encyclopedia.

Book Fairs and Festivals to be organised by the National Book Trust during 1990-91

Book Festival, Ernakulam: 24 August to 3 September, 1990

Book Festival, Pune: 28 September to 7 October, 1990

Children's Book Fair, New Delhi: 14-20 November, 1990

15th National Book Fair, Jaipur: 28 December, 1990 to 6 January, 1991

Children's Book Fair, Ahmedabad: 1-10 February, 1991

Competition for writers of children's books

Children's Book Trust invites manuscripts for the XII Competition for Writers of Children's Books 1990 in the following categories:

- I. General fiction (above 9 years)
- II. Science fiction (above 12 years)
- III. Indian history/Heritage (above 12 years)
- IV. Natural history (above 9 years)
- V. Non-fiction/Information (above 9 years)
- VI. Short stories/Humorous stories (9-12 years)
- VII. Short plays, dramas (9-12 years)
- VIII. Read-aloud books/Picture books

The last date for receipt of entries is September 30, 1990.

For more details, please write to:

Editor, Publications
Children's Book Trust
Nehru House
4 Bahadur Shah Zafar Marg
New Delhi - 110 002

**Prof. K. Satchidananda Murty
honoured**

At a solemn traditional ceremony held recently, the eminent Indian Philosopher, Professor K. Satchidananda Murty received the Sc. D., honoris causa, in Philosophy from the University of Sofia, Bulgaria. He is already Dr. Phil., h.c., of the Soviet Academy of Sciences and the Halle-Wittenberg University of G.D.R., and Hon. D.Litt. of a number of Indian Universities; as well as Hon. Professor of the Peoples' University of Beijing, Jawaharlal Nehru University, New Delhi, etc.

Book on Azad released

The Lok Sabha Speaker, Mr. Rabi Ray, released a book on Maulana Abul Kalam Azad in English and Hindi at a function held recently. The volume, carrying contributions from eminent men in public life, most of whom have also been Maulana's contemporaries, has been brought out by the Lok Sabha secretariat and edited by its secretary-general Dr. Subhas C. Kashyap.

Speaking at the function, the Speaker said that Maulana Azad was one of the most prominent among the leaders who laid the foundation of a resurgent India, committed to the values of democracy, social justice and composite nationalism.

Book released

Dr. Mirza Anwer Baig's *Nafse Ammarah*, one of the first and few scientific books written in Hindi on sex, was released on June 6. The 271-page book, priced at Rs.45, deals in detail with several myths, diseases and perversions related to sex. It also has separate chapters on explanation of sexual organs and birth control.

Dr. Baig said the Urdu edition of *Nafse Ammarah*, which means 'the devil within the mind,' was first published in 1986 and more than 10,000 copies were sold.

Book on international football released

Mayor Kamal Basu released on June 3, *Hather Muthoy Bishwa Football* a well illustrated book on international football, at an impressive function. Authored by journalist Ratul Ghosh, the book is one of the rare efforts in a regional language like Bengali.

The book, priced at Rs. 50, has detailed results and other related statistics of all the World Cup finals from the inaugural 1930 meet in Uruguay. The chapter on 'Megastars of world football' contains brief life sketches of 46 footballers of different eras.

Fifteen of the 140 pages contain colour illustrations. There are a number of black and white pictures as well, striking a good balance between visuals and editorial matter.

Book released

A book entitled *Puraskar*, a compilation of two one-act-plays written by Sri Prafulla Kumar Sarma and published by Samalaya Sahitya Samaj, Nalbari was recently released.

The book was released by Sri Nripendra Nath Sarma, Principal, Nalbari Sanskrit College, who discussed the works of the author Sri Sarma as playwright and commended the Samalaya Sahitya Samaj for publication of its ninth book within a period of about two years.

Nehru helped strengthen institutions: VP

The Vice-President, Dr. Shankar Dayal Sharma, releasing a book, *Jawaharlal Nehru: His Life, Work and Legacy*, brought out by the Indian Parliamentary group at the Central Hall of Parliament said recently that Nehru concentrated on building institutions, systems and organising the larger factors of growth—the national philosophy, outlook and atmosphere, infrastructure for economic, social and political progress.

In his speech, the Prime Minister, Mr. V.P. Singh, paid glowing tributes to the memory of Pandit Nehru on the eve of his 26th death anniversary,

saying that a democrat by temperament, Pandit Nehru helped in strengthening the institutions of democracy, parliament, press and judiciary.

Mr. V.P. Singh said that secularism for Jawaharlal Nehru did not mean non-religion. It meant the flowering of all religions and this was a concept that was well suited to the Indian context, to the needs of her people.

Exhibition of rare art books

UBS Publishers' Distributors the largest Indian Book distributor/exporter along with Thames and Hudson Ltd.(UK) recently organised an exhibition cum sale of rare art books at the Jehangir Art Gallery. Rare books on painting, sculpture, photography, architecture/interiors, advertising, jewellery and textile designing were exhibited here. Outstanding books viz. jewellery design by Cartier, Jansons History of Art, Atruin series on architecture/interiors and others published by Mapin Marg and Abhinav India's leading publishers were also well represented.

Book Banks

The much publicised book bank scheme of the basic Shiksha Parishad, started in 1981 with the avowed objective of giving some kind of library to each and every basic school in the state has proved to be a non-starter. Till now, not a single school has purchased almirahs and books for which the government had given large sums of money to the parishad.

Developing Afro-Asian Authors

With more than two-thirds of humanity, Asia and Africa publish about a quarter of world titles. As regards, the types of books published the two regions are badly in need of Scientific and Technical books, but give prominence to Social Sciences, with pure and applied sciences representing about 10 per cent of the total output.

A serious obstacle to the growth of the book industry in Asia and Africa is the shortage of active authors. This is not because of any lack of talent since the two regions with their variegated ecology, cultural mosaic and rich traditions abound in intellectual creativity. The real problem is to integrate indigenous authorship into the economic circuit of publishing and to ensure a wide audience to local authors. Existing small-scale publishing, which is the result partly of low literacy and partly of inadequate financial resources, has thus far been unable to do this.

As one of its International Literacy Year projects, Wiley Eastern, a leading publishing house of India, has launched an author-development programme for the Developing World. Entitled as Esther Booth Wiley Series, dedicated to the memory of Esther Booth Wiley—the unofficial ambassador of the world of books, the programme aims at making available all over the world outstanding reference and academic works in scientific and technical disciplines by scholars in Asia and Africa. By promoting Afro-Asian authorship the series will, with humility, keep alive Esther Booth Wiley's mission of Publishing for One World. Five titles—one each from Bangladesh, Egypt, Mauritius, Sudan and Tanzania—have already been released under the series.

With the details of their proposed work, interested authors may write to: Esther Booth Wiley Series, Wiley Eastern Limited, 4835/24 Ansari Road, New Delhi-110 002.

Indian author honoured with distinguished leadership award

The Governing Board of Editors of ABI—American Biographical Institute Inc, North Carolina 27622 (USA) nominated, Brojendra Nath Banerjee, D.Litt.(Econ.) for inclusion of his name into the Third Edition of the International Directory of Distinguished Leadership, 1990.

Dr. Banerjee has been chosen because of his outstanding example and excellence within the intellectual community. This distinguished leadership award is available only to those included in the International Directory.

This Award was designed to successfully and permanently complement distinguished leaders throughout the world. In the Directory of Distinguished Americans, International Book of Honour, 5,000 personalities of the world and 2,000 notable Americans from the fields of medicine, education, science, research, writers, artists and men and women involved in public service and communities in many ways, are recorded.

The International Directory of Distinguished Leadership honours those individuals who are contributing to a better society by building better communities through outstanding service on local, state and international levels.

New Suppliers' Category Boosts Book Fair Bookings

Although the 1990 Frankfurt Book Fair is fully four months away, the demand for space in the Book Trade Services and Suppliers section is already exceeding all expectations.

This new category of exhibitors, which embraces all businesses serving the publishing industry, from printing and binding to remainders and freighting, supersedes the former Book Print section of the Frankfurt show.

The PAMS Group, which is continuing to organise the event as agents of the Frankfurt Buchmesse, reports that bookings so far are already well in excess of the 1989 total.

"While the numbers have undoubtedly been swollen by the Book Fair's new policy of concentrating all supplies and services into one big hall," explained PAMS Chairman, Ken Johnson, "this has also had the expected effect of attracting many printers and other suppliers who have not previously exhibited at Frankfurt."

28 Hindi writers awarded

The Lieutenant-Governor of Delhi, Air Chief Marshal (Retd) Arjan Singh gave away literary book awards for the year 1987-88 to 28 Hindi writers for stories, poems, novels and satires.

Congratulating the award winners, Mr. Arjan Singh said, writers had a two-fold task of depicting the social reality as well as inspiring people for greater deeds.

Lauding the efforts of the Hindi Academy in promoting and enriching Hindi language and literature in Delhi, the Lt.Governor exhorted academy members to discharge their duties with enthusiasm and work towards a national language.

The Hindi Academy secretary, Dr. N.D. Paliwal, said the academy had honoured 39 Hindi litterateurs, 28 writers of children literature, and 154 young writers.

The Union Commerce and Tourism Minister, Mr. Arun Nehru recently gave away awards to writers of books in Hindi on tourism.

The awards were given at a meeting of the Hindi Salahakar Samiti attached to the Department of Tourism in the Commerce and Tourism Ministry.

The first prize of Rs.15,000 under the department's scheme "Rahul Sankrityayan Paryatna Puraskar—1989" for original books in Hindi, was awarded to Mr. S.P. Tiwari for his book *Vishwa Paryatan and Yatra Udyog*.

The second prize of Rs.10,000 went to Mr. Gajanan Rao and Dr. K.D. Yadav for their manuscript "Bharat ke Paryatan Sthal".

Tourism awards for Hindi writers

The third prize of Rs.7,500 went to Prof. K.M. Modi for his work "Shakhawati me Partayan Vikas, Samasyayan va Sambhawanayen."

The First prize of Rs.10,000 under the "Ranghyu Raghav Paryatan Puraskar—1989" scheme for Hindi translation of books on tourism in other Indian and foreign languages went to Mrs. Saroj for her manuscript "Rajasthan ke Devalaya".

Publishing firm guilty; CAG A glaring violation of rules pertaining to cash assistance to a printing firm for the job it had undertaken for its overseas publishers has been brought to light by the comptroller and auditor general of India (CAG) in his latest report.

According to the report, firm "A" had been claiming cash assistance since 1976 from the joint chief controller for exports (JCCIE), Madras, at the rates admissible for export of books on the basis of their invoices for the items.

In reality this firm, which is only identified as "A" in the report was printing the books based on print negatives and paper supplied by its overseas publishers. After completion of the job, the said firm used to send two copies of printed books produced by modern computerised photo-type setting method, along with the print negatives to its overseas publishers.

As the description of the export product as shown in the invoice and shipping bills of the firm was "at variance with the notified list of CCA rates," the case was referred to different committees and finally to the headquarters' classification committee (HQCC) of the commerce ministry.

The committee ultimately decided in July 1983 that the value of print negative exports alongwith the books should be excluded for the purpose of cash assistance and other benefits.

Accordingly, JCCIE, Madras, requested firm "A" in October 1983 to refund a sum of Rs.9.52 lakh "excess paid" by his office. However, a sum of only Rs.1.03 lakh was recovered from the said firm's subsequent claims "on the plea that only this amount pertains to print negatives."

A further sum of Rs.12.64 lakh as cash assistance was stated to have been paid to this firm "in the light of the decision of HQCC of July 1983."

The CAG observed that the basic point in exports is that the goods must belong to the exporter.

In the present case, "the exporting firm was not the owner of the books exported, payment of cash assistance classifying the export as export of books was therefore, inadmissible."

Dakshina Bharat Hindi Prachar Sabha (Kerala) Choudhary Dhara Singh Elected as President



The travails and troubles haunting the Dakshin Bharat Hindi Prachar Sabha (Kerala Branch) for the last few years came to an end when, under the orders of the Kerala High Court a senior advocate Shri S. Venkata Subramania Iyer, who was appointed as the Election Commissioner, conducted the elections to the new Executive Committee and Office bearers of the Sabha for the next three-year term. The panel of 16 members headed by Choudhary G.S. Dhara Singh as the President, won massive victory over the rival panel headed by Padmasree Dr. Malik Mohammed of Calicut University. The winning panel with Shri Dhara Singh as the President, Shri N.K. Balakrishnan as Vice President, Prof. R.K. Rao as treasurer with 13 members of the executive committee got on the average more than 200 votes and the losing panel less than 80 votes.

As a deemed university Sabha has an ambitious plan of expansion of all its activities in the next 3-year plan period.

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BOOK REVIEWS

MLA Handbook for Writers of Research Papers by Joseph Gibaldi & Walter S. Achtert, Wiley Eastern Ltd., New Delhi, Third Edition May 1989, pp. 256, Rs.25

For nearly half a century, the style recommended by the Modern Language Association of America for scholarly manuscripts and student research papers has been widely adopted not only by journals and university presses but also by graduate schools, college departments, and individual instructors. The *MLA Handbook for Writers of Research Papers*, incorporating *MLA* style guidelines, serves as a supplementary text in writing courses or as a reference book for students to use independently. The extraordinary publication success of the first two editions of the *Handbook* throughout the United States, and other countries testifies to the continuing need for such a teaching and research tool.

This new edition has given us the opportunity to incorporate suggestions received from instructors who have been using the *Handbook* for a decade or more. In the revised edition, the authors have tried to clarify any ambiguities, to amplify matters only touched on previously, and to offer additional, and updated, examples when needed. We include more details on the ways that computer technology can assist students in preparing research papers, and we fully cover

the problem of documenting nonprint sources (films, television programmes, recordings, performances, computer software, information from a computer service). Once again, to help students with spacing and indentation, we reproduce examples in typescript.

Annexation of the Punjab by Jagmohan Mahajan, Spantech Publishers Pvt. Ltd., Delhi, Revised edition 1990, pp. 143, Rs.150

The Punjab was one of the last major Indian principalities to be formally annexed to the British Indian empire in 1849. It had, in fact, been under the complete control of the British Government in India ever since their victory in the Anglo-Sikh War of 1845-6, for by the terms of the treaty of Bhyrowal, the British Resident at Lahore was the virtual ruler of the Punjab carrying on the administration of the State in the name of the infant Maharaja Dalip Singh.

To justify their indefensible act of the takeover of the Punjab, the British contrived the strategem of nurturing the myth of the 'Second Sikh War' which in fact never took place. By drawing almost entirely upon the contemporary British official and private papers, the author has endeavoured to dispel the enduring fiction created by the British that the victorious campaign ostensibly carried out by them in

1848-9, in fulfilment of their treaty obligations to quell a local rebellion in Multan against the established Government which had all along been under their direct control, was indeed the 'second' war between the British and the Sikh, giving the former the right to annex the Punjab to their empire.

One of the axioms of the British imperial experience in India has been the British historians' belief and pride in their country's destiny while writing about the expansion and fulfilment of British rule in India. In the process, all the sordid political and military moves of the conquistadors were rationalised in defiance of history. The annexation of the Punjab in 1849 was one such instance. It is hoped that this book will help in exposing this distortion of history by exploding the myth of the 'Second Sikh War' and calling for a historical revision of the circumstances leading to the annexation of the Punjab to the British Indian empire.

Jagmohan Mahajan was awarded a Gold Medal by the Bharatiya Vidya Bhawan in 1945 for this work. His other publications include *Picturesque India: Sketches and Travels of Thomas and William Daniell* (1983), *The Ganga Trail: Foreign Accounts and Sketches of the River Scene* (1984), *The Raj Landscape: British Views of Indian Cities* (1988) and *The Eternal Ganga* (1989).

Foods That Heal: The Natural Way to Good Health by H.K. Bakhru, Orient Paperbacks, New Delhi, 1990, pp. 216, Rs.25

In this era of wonder drugs, hormones and synthetic compounds, it may seem an anachronism to consider therapeutics based primarily on the use of plants, vegetables, fruits and grains. But is it really so? There are numerous disorders that can be prevented and treated by selecting natural foods rich in minerals, vitamins, trace elements, vital nutrients and other substances which have positive medicinal and curative properties. Apples lower sodium chloride, while increasing potassium and alkaline reserves.

Recent medical research has established onion as an effective preventive food against heart attack; they correct thrombosis and reduce blood cholesterol. Garlic juice dissolves accumulation of mucus in the sinus cavities, bronchial tubes, lungs, and reduces the severity of asthmatic attacks. Blood sugar is controlled by amla; it stimulates production of hormone insulin.

Lucid, easy-to-follow and devoid of medical jargon, the book is an invaluable guide for a better understanding of health, food and natural remedies. Cross indexed on foods and ailments for quick and handy reference.

Mr. H.K. Bakhru enjoys a countrywide reputation as an expert on naturopathy. A prolific writer, his well researched articles on nature cure, health and nutrition, appear regularly in various newspapers and periodicals.

Commercial and Industrial Law by M.V. Dhandapani, Sultan Chand & Sons, New Delhi, 1990, pp. xviii+535, Rs.75

The study of commercial and industrial law has become vital to many a student who is preparing for a degree course. The author has kept,

in his mind the needs, nods and nemesis of the present-day youth who are invariably professionally oriented to achieve in gaining knowledge and in using it immediately thereafter in his service and business.

The book is divided into two volumes. Volume I deals comprehensively with commercial law and Volume II, with industrial law. The author has attempted to use a language easy enough for the student to understand and remember the intricacies of legal provisions. The matter has been so presented as to make the reader understand the legal principles in their application to business transactions and industrial activities and to safely avoid the pitfalls for want of their knowledge to manage business and industry.

A Guide for Private Secretaries and Personal Assistants by S.N. Swaroop, Ashish Publishing House, New Delhi, 1990, pp. 48, Rs.30

This book is a useful guide for Private Secretaries and Personal Assistants who play an important role in making an executive function effectively.

The book covers the job descriptions of Private Secretaries/Personal Assistants and also gives in detail how to discharge the duties and responsibilities expected of them. The contents of the book have been derived as a result of interaction with various practicing Private Secretaries/Personal Assistants in general and in Government in particular. The book's main aim is to offer a framework within the Private Secretaries/Personal Assistants could effectively discharge the role entrusted to them.

S.N. Swaroop is currently working as Officer on Special Duty (Training) in Office of the Comptroller and Auditor-General of India.

Educational and Vocational Guidance in Secondary Schools (revised & enlarged) by S.K. Kochhar, Sterling Publishers (P) Ltd., New Delhi, 1990, pp. 479, Rs.45

Caught in the midst of the rapidly changing educational and occupational situation in the country, school students find themselves in the grip of personal adjustment problems. Conflict with peers and teachers, feelings of loneliness and insecurity, low achievement, etc., create emotional tensions and anxieties. They need a mentor to guide them in crisis situations.

This book, thoroughly revised and up-dated, aims to enable the guidance worker at the school level to render the much needed assistance to students in the context of emerging demands. The different facets of the guidance programme have been given in the beginning of the book. Suggestions to make the programme successful have been discussed separately. Psychological tests useful in guidance have been dealt with in the last part of the book. Latest information about the tests constructed and adopted in the country has been included so that the counsellor/teacher has a broad choice.

The book meets adequately the requirements of the B.Ed., syllabus of Indian universities.

A Textbook of Parasitology by S.S. Kelkar & Rohini S. Kelkar, Bombay Popular Prakashan, Bombay, First published, 1990, pp. 188, Rs.45

Parasitic diseases continue to be a large source of morbidity and mortality in underdeveloped countries. The study of parasitology is therefore an essential part in syllabi of medical schools. This new textbook is written primarily with the undergraduate medical students in mind. It is intended especially for

tropical countries where parasitic diseases are a reality of every-day life in contrast to those of developed countries.

There has been an explosion of immunological tests for the diagnosis in parasitic diseases in recent years. This has resulted in a variety of tests for serological studies with even antigen detection for many of the parasites. In this book the authors have attempted to summarise and outline the range of these tests. The World Health Organisation has been in the vanguard in publishing up-to-date information on parasitic diseases. The authors have included this information for the benefit of the students. A short note on treatment and prevention of each parasitic disease is given at the end of each chapter.

You and The Customs: Know Your Rights by N.W. Alimchandani, Asstt. Collector of Customs (Retd.), N.W. Alimchandani, Bombay, 2nd Revised edition, 1989, pp. 76, Rs.25

The book contains information for legal practitioners and laymen on penal powers of the Customs regarding notified and specified goods, searches, seizures, arrests, interrogation and recording of statements, adjudication, confiscation, prosecution and penalties, remedies available etc., in detailed question-and-answer form.

The book has been revised with a view to making it more useful to the reader. Some questions have been re-arranged and the answers to some questions have been amplified for the sake of greater lucidity. A number of new questions have also been included so as to increase the usefulness of the book.

Introduction to Crystal Lattice and Lattice Defects by S. Bhattacharjee & G.D. Nigam, Pragati

Prakashan, Meerut, First Edition 1990, pp. 255, Rs.35

The present volume is the outgrowth of a series of class-room lectures delivered to the undergraduate and postgraduate students by the authors over the last two decades.

The book is divided into two parts, the first part deals with elementary crystallography which forms the basis of all crystallographic studies. Since the book is primarily intended to be used by university students as a textbook, the subject has been built up step by step from the very fundamentals. However, we have attempted to introduce mathematical formulations and concepts as and when necessary to make the subject more precise and up-to-date. In particular the concept of crystal symmetry has been illustrated and point groups and space groups have been presented using elementary matrix algebra and group theory.

The second part deals with lattice defects and their studies by X-ray diffraction methods. It presents a systematic classification of the different types of lattice defects and their X-ray diffraction studies with appropriate theories. The mathematical derivations have been given step by step so that an average student can grasp the subject by self study.

A Vital Yoga Practice by Chander Bhushan Singh, Vivek Prakashan, Delhi, 1989, pp. 170, Rs.30

The book is based on Patanjali's system of Yoga, which system is highly respected in the world as the most scientific system and each stage is varifiable by personal experience by following the techniques correctly. Hence the appeal of this system is irresistible to the modern man, in this age of science in which, the progress in pure and applied sciences, as well as technology, is at a tremendously

accelerated rate, never seen or imagined before.

Unfortunately, the progress of evolution of human beings continues to be at its slow natural pace and thus the human being is unable to ensure the right use of the immense power potential released by modern science. Patanjali's Yoga does take a human being much more faster on the evolutionary path right from the first stage to the last stage of knowing one self in "Self Realisation". It ensures physical health, mental peace and happiness within oneself and outside. Tremendous amount of energy is released, conserved and utilised for tasks in the physical world, thus making the duty of earning one's living either for oneself or the family become a very easy one that every householder can lead a Yoga way of life.

The book is authentic, well illustrated, simple and for all purposes can be considered a book of the type 'Yoga Self-taught'.

Advertising as Literary Art by Seshu C. Prasad, published by C. Subba Rao, Chirala (A.P.), 1989, pp. vi+128, Rs.40

Advertising has all along been accused of corrupting the English language. It is alleged that advertising often uses ungrammatical language, ignores sentence structures and resorts to wornout phrases, thus corrupting the minds of the uninitiated in the use of a language with pristine glories. It is interesting to note that a young management expert is exploring the literary and artistic merits and values of advertisement copies. It is indeed a daring attempt and novel too.

A beautiful analysis of qualities of good literature with examples from well known authors is given as a background of the study to help the reader grasp fully the import of his theme and its exposition.

The author proves beyond doubt the close relation between advertisement copies and literature. It has to be admitted that only copy writers with a good grasp and indepth knowledge of the nuances of literature can produce attractive and sensible copies with literary overtones. If they corrupt the language, it is done with the deliberate intention of capturing the attention of the reader and not to add to the already Indianised English language.

The sharp analytical mind of the author coupled with his keen sense of observation helped him produce a book which stands out in many respects. A commendable job indeed.

Rural Roads and Socio-economic Development by Manohar Lal, Amar Prakashan, Delhi, 1989, pp. 193, Rs.190

A Socio-economic impact study of Bihar Rural Road Programme was conducted during 1983-87 at ANSISS, Patna. The study indicates that road development has bestowed a package of benefits on the village people. In agriculture, it has resulted in faster and more equitable distribution of inputs as also marketing of products. Allied agricultural and non-agricultural activities have also started growing with expanding road communication. Small trade and business establishments have come up in some of the villages linked with roads. There seems to be better access to facilities for schooling, health, banking, and postal services etc. Thus, development of rural roads appeared to be essential to accelerate socio-economic transformation of rural society.

The study will benefit development planners, communication experts, road engineers and researchers engaged in the task of rural reconstruction in India and other third world nations.

Secondary School Administration
by S.K. Kochhar, Sterling Publishers (P) Ltd., New Delhi, 1990, pp. 468, Rs.50

This is a revised and enlarged edition of the book which was first published in 1970. The major part of it has been rewritten and up-dated. The very fact that it has survived in the competitive market for as long as 20 years speaks volumes for its utility to students of all universities in the country.

The book provides the rationale for a sound school administration not only for our country but also for most countries of Asia and Africa which have almost identical syllabi. The book is so exhaustive that it will even be helpful for school administrators to enlarge their vision and guide them in improving their teaching and administrative skills. The author has copiously quoted from the latest books on the subject incorporating contemporary thinking on issues concerning secondary school administration.

The book, in its present form, should satisfy the requirements of even the most fastidious of students and teachers.

Advanced Quantum Mechanics by Dr. B.S. Rajput, Pragati Prakashan, Meerut, 1990, pp. 908, Rs.125

The present book has been brought out with the intention to make the subject of quantum mechanics conceptually clear to readers of various academic levels ranging from undergraduate students to researchers in various branches of theoretical physics, particle physics, astrophysics, solid state physics and molecular physics—It starts with the history and origin of quantum mechanics, gives the philosophy of various concepts of non-relativistic and relativistic quantum theories, describes the applications of quantum mechanics to a large

number of physical systems, presents a clear sketch of quantum field theory of free and interacting fields and ends up with a brief review on gauge theory and spontaneous symmetry breaking.

The book is based on the lectures delivered by the author in the last twenty-five years in the universities of Kurukshetra, Garhwal and Kumaon and also various other Indian and Foreign universities and research institutes. Besides the utility of this book for research workers using quantum mechanics in the problems of various branches of physics, it contains full course of quantum mechanics taught at postgraduate and undergraduate levels of all Indian universities. A large number of solved and unsolved problems have been given at the end of each chapter with the intention to provide the working knowledge of quantum mechanics to the users of this book. Each chapter ends with the lists of suggested readings and references of original research papers by the pioneers in the concerned branches of quantum mechanics.

Micro Economic Theory by Jitendra Kudsia, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, Revised edition, 1990, pp. 336, Rs.59

The justification for writing this book is that the universities have been changing their undergraduate syllabi in Economics from time to time in order to make the course more relevant to the changing needs of the hour. For instance, the chapters on pure economic theory have been supplemented by analysis of national income, national capital, economic growth, economic policy etc. This is included in the present book, which is strictly in accordance with the syllabi of several universities. The author has taken great care to ensure that the analysis of complicated problems is made in

simple language so that the reader finds it easy to understand various complex problems. Diagrams have been used extensively so that explanation is complete and comprehensive.

Environment and Self-reliance by Yona Friedman & Eda Schaur, Human Resource Development Foundation, Delhi, January 1990, pp. 159, Price not mentioned.

Environment and Self-reliance uses a special technique of communication to transfer important scientific knowledge about the environment to the layman. Designed as a Resource Book for Environmental Action Groups, Rural Development Promoters, Adult Education Departments, and related Voluntary Agencies, it specifically touches upon: What constitutes Environmental Degradation, what are its consequences, how to protect and preserve the Environment, how to make use of it to improve the quality of life.

Environment and Self-reliance is an endeavour to promote ecological sanity among the masses. Four Chapters are concerned with Communication for Self-reliance; You and Your Environment; Grow More Trees; Wasteland into Farmland. The book covers a wide range of such topics as Environment and Poverty, Weeds into Wealth, Urban Waste, Agroforestry, Woodland Farm, Farming in Three Stories, Wasteland into Good Land, Self-forming Terraces, Catching the Run-off Water and many others.

Mulla On the Indian Contract Act by Harshendu S. Pathak, Published by N.M. Tripathi Private Limited, Bombay, 11th Edition, 1990, pp. 384, Rs.65

To edit a textbook of so distinguished an author is a delicate task. One has to show great respect for the original text, and at the same time give effect to some drastic

revision in topics where the law has undergone radical changes. The editor of this edition has recast the text in several places, while taking care not to disturb the flow of the original.

A number of decisions of the Supreme Court have been delivered since the previous edition was published, which explain the principles of the contract law and interpret the Act afresh in the light of constitutional provisions. These have been discussed at an appropriate place. Various High Courts have also decided on important points of contract law, notably the Gujarat High Court decision on S.72 in Dhrangadra Municipality v. Dhrangadra Chemical Works Limited (1988) 1 G.L.R. 388. The cases are discussed in simple language for the students who need not go through the law reports.

The Indian Economy: Resources Planning Development and Problems by Ishwar C. Dhingra, Sultan Chand & Sons Publishers, New Delhi, 6th Edition 1990, pp. 683, Rs.85

Economic performance during the Seventh Plan has been significantly better than targeted. The economy is on the move at a faster pace. Agricultural production has touched new heights. Industrial growth is accelerating. Export earnings are on the rise. Traditional concerns of poverty and unemployment are being addressed with a new vigour. Vigorous efforts are being made to improve the status and living standards of the weaker sections of society. Indian planning and development effort has seen change with continuity. The challenge ahead is to consolidate the impressive gains of the past, take the country to new heights of economic achievement and to reach the fruits

of development to all the people, especially the deprived, the weak and the underprivileged.

An attempt has been made to make the subject matter more easily intelligible, although a more rigorous analysis of the Indian economy has been presented now.

Basic Electronics by M.N. Faruqui and S.L. Maskara, Oxford & IBH Publishing Co. (P) Ltd. New Delhi, 1989, pp. xxi+493, Rs.69

Basic Electronics is a textbook of electronics meant for students of all branches of engineering at the degree level. Beginning with physical principles of electronic devices it covers fundamentals of technology of the devices, analogues and digital circuits and their application. Operational amplifiers and digital integrated circuits (ICs) have been introduced along with circuits using discrete devices. A sound foundation has been laid with an in-depth treatment of circuits using discrete devices. Most of the examples and applications are described using ICs. More emphasis has been given to the development of a conceptual understanding rather than a rigorous analysis. It will enable the students to appreciate electronic applications better. Some experiments along with instructions of how to carry them out have been suggested as a practical support to the theoretical understanding.

This book would be useful for learning electronics through self-study as well. An exposure to physics and mathematics at the higher secondary school level supplemented with some knowledge of electrical circuits is all that is required as a background. This book would also prepare students of electronics, computer and communication engineering for taking advanced level subjects in their specialisation subsequently.

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Publishing of Scholarly Books

*Asoke K. Ghosh**

In publishing jargon 'scholarly books' refers to books of specialised nature in any academic subject and which are of interest to research scholars or even to those who wish to enrich their knowledge on the subject. They may be books of scholarship treatment with detailed exploration, observation or creative innovation; they may also be books of general interest that demonstrate a good degree of scholarship. Scholarly books are also sometimes referred to as 'academic books'. They are different from higher education textbooks which present and explain the state-of-the-art knowledge on different disciplines and aid the students to *learn* a subject and of course, pass an examination. Research-oriented books on scientific, technological and medical subjects (STM) are also scholarly books, but they are usually treated separately because of their special nature.

The biggest single problem that scares away the publishing entrepreneurs from this segment of publishing is the problem of commercial viability. Even in the developed nations the scholarly book-publishers encounter this malady. For instance, in U.S.A., the main scholarly publishers are the university presses which are non-profit organisations. Yet these books are of great importance because they contribute to the advancement and transfusion of knowledge and hence the overall development of the society from where such publications originate. Publishing scholarly books involves smaller

print-runs at higher costs; and they are priced higher and mostly sold to libraries that have limited budgets. Private publishers who do not receive subsidies (like University presses) but who have to make some profit out of this venture, must therefore optimise their limited resources and have an efficient editorial and marketing strategies. Unless the publisher recovers the costs on a title and earn a little profit, he will not be able to accept more manuscripts for publication. Some publishers, of course, resort to publishing other popular or profit making titles or supplement their income by non-publishing functions such as distribution, retail selling or printing, for the commercial viability of the publishing house.

The most important factor in academic publishing is the editorial function. It includes a judicious acquisition of suitable manuscripts for publication after proper evaluation. A thorough evaluation of author's work is a must in scholarly publishing. The university presses in the west employ a screening process by in-house reading, review by an editorial panel, and also send the manuscripts for comments to selected readers. The comments from selected readers may form 'pre-publication reviews'. In any evaluation of a scholarly work, the referee should be requested to give his views on (i) the scholarship and acceptability of the research in the manuscript, (ii) the organisation and the style of presentation and (iii) the market for the book (in the opinion of the referee).

It is imperative that the editor is a well informed and well read person whose range of reading serious books is wide and large. He must be capable of critical thinking and shall inspire confidence with the author. If the reputation of a publishing house is good, it will attract good submissions, and if an author is gratified by his publisher, his book can stimulate many submissions. A typical scholarly editor in the west—whether of university press or commercial publishing house—spends sufficient time at the universities and higher research institutions and attend meetings of academic and professional associations. These are the most likely places to find a scholarly work. A professional editor should also keep his eyes and ears open for information about research grants, for that may lead eventually to publishing good books in the area of research. Besides universities, there are many institutional bodies in India engaged in scholarly research: Indian Council of Social Sciences Research, Indian Council of Historical Research, Centre for the Study of Developing Societies, Centre for Policy Research etc., to name just a few. Some of them sponsor publication of manuscripts by commercial publishers with a sort of buy-back guarantee.

Most of the unsolicited submissions are either from authors who are at the beginning of their career, or doctoral theses. Only a very few (less than 5 per cent) can be selected by a commercial publisher. The reason is, the universities

* Chairman-cum-Managing Director, Prentice Hall of India Private Limited, New Delhi.

require from their researchers a heavy emphasis on methodology, quantification and bibliographical 'interruption' throughout the work rather than imagination or actual recommendation on policies etc. There is also an intensive focus narrowed down to a small number of case studies instead of broader survey and application. These limit the saleability of such books.

I do not intend to elaborate in this session the editorial techniques. I presume you must have had detailed discussions on this, in the earlier sessions. But I wish to stress that behind every successful publishing house, there exists a professionally high standard of editorial work.

We now come to marketing of scholarly books. As I said earlier, efficient editorial and marketing strategies are essential to make scholarly publishing profitable. Let me give you a few basic facts which have a bearing on the marketing of scholarly books.

- (i) The readership is limited, but predictable.
- (ii) The market is usually inelastic.
- (iii) There is no bulk sale of individual titles to libraries, retail book-stores or college book-shops (as the case of textbooks).
- (iv) In India (and other developing nations) the scholarly publishers have to depend heavily on institutional buyers and the academic libraries.

The very smallness of the market makes it relatively easier for the publisher to determine market potential and judge the size of the print-run. As the market is inelastic, he will have less pricing problem for individual titles. This is not the case in textbook publishing.

The promotion of scholarly books is done through (i) reviews in

* INFA - India News Features Alliance - published annually.

scholarly journals (ii) direct mailing (iii) jacket distribution to book trade and libraries (iv) book exhibitions (v) special displays at seminars, meetings and conferences of scholarly associations (vi) personal contacts and rapport with scholarly associations and review managers of scholarly journals.

A review is a powerful promotional tool and more effective than space advertising. Scholars and researchers read the reviews carefully and the librarians cite book reviews for additions to the libraries in preference to the catalogues or advertisements. A book review in a learned journal represents the opinion of an expert in the field and is regarded as more credible than a publisher's advertisement. To know about the media for the book reviews, it is worthwhile to go through INFA* to find out Indian scholarly journals and their addresses. INFA also gives rates for space advertisements, and a calculated decision can be made for advertising in appropriate scholarly journals.

Direct mailing to selected libraries, institutions and specified groups is also an effective way of promotion of academic titles. The list of individual members can be obtained from the scholarly and professional associations. If a publisher gets 2 to 3 per cent positive response to direct mailing it is considered successful. Many scholarly publishers print extra jacket covers and distribute them to bookstores and libraries. If the number of such jacket covers is not large, it is more economical than producing special brochures. In some cases, salesmen carry a folder containing jacket covers of new and backlist titles to show around the market for booking orders. The larger book fairs like New Delhi World Book Fair, Calcutta Book Fair and National Book Fairs, and

International Book Fairs abroad, provide opportunity for scholarly book publishers to exhibit their titles. It may be uneconomical for very small publishers to participate in many of the abovementioned book fairs, but they can make suitable arrangements through distributors for display of their titles. It is also appropriate to arrange special displays at seminars and conferences of scholarly associations. Such continuous exposure helps in promoting both the titles and the publishing house.

Personal involvement of sales personnel is important, and the fieldstaff (in a small publishing company the sales in-charge or the proprietor himself) should have a good rapport with learned societies, scholarly associations and academic libraries. If the titles are brought to the notice of maximum possible number of potential customers and a demand is created, the distributors will be only too pleased to approach the publisher.

There are also many avenues to sell scholarly titles in the international market. There is a sort of greater mobility across the borders for higher knowledge which encounters lesser intellectual resistance even from the west. However, even assuring that the titles are of international academic standard, the foreign market and the foreign scholars have to be aware of these titles, and special export promotional strategies need to be effected. The cost of access to appropriate foreign markets, the relevance of the subject matter and the interest shown in the importing country, the editorial content and the quality of production, competition from better developed books in the developed countries especially for science and technology titles, effective displays at international book fairs—all these have to be considered and assessed

before embarking on export trade. The subject of book-exports is itself too large to consider in detail here.

We have in India more than 180 universities and many research institutions; we have more and more scholars every passing year and we have more educated upper middle income group people coming up. We have best of authors, many of whom have their books published, or prefer to publish, abroad. When the educational and intellectual development are progressively increasing, we should have no doubt in the fact that there is a great potential for scholarly titles in our own domestic market. Scholarly publishers must take advantage of this favourable situation by professional publishing strategies.

IASP Conference Proceedings

Proceedings from the 3rd International Conference on scholarly Publishing, London, October 20-21, 1983. 1983 111 pp US\$40.-.

Disseminating Asia's Scholarly Books: Proceeding of the IASP 1986 Asia-Pacific Seminar-Workshop for Scholarly Publishers New Delhi 8-11 February 1986. Edited by Esther M. Pacheco. 1987 138 pp US\$40.-.

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Qurratul-ain-Haider: Writer Extraordinary and Jnanpith Award Winner

K.N. Sud

If you desire to have at one go a panoramic view of Indian civilisation from time immemorial to the partition of the country in 1947, you need only read Urdu writer Qurratul-ain-Haider's magnum opus *Aag Ka Darya* (The River of Fire). In this non-formulaic work of fiction she skilfully dovetails a series of pictures from India's past to give an impression of grandeur, continuity and unity. The characters are not of the ordinary type but represent the period in which they live. Momentous social, religious and political happenings which caused great upheavals at various times have been delineated with profound understanding and sensitivity. Their impact on society can be gathered from the narrative that never for a moment wanes or wilts even though today those events may look like mere ripples on the surface of tin.

Commenting on this book, the renowned Pakistani litterateur, Dr. Muhammad Sadiq, writes in *A History of Urdu Literature*: "The author (Qurratul-ain-Haider) has both imaginative power and an eye for detail, and has drawn some striking scenes. How great achievement is to have pictured so well and in such detail India's ancient civilisation. It has something of the circumstantial realism of an eyewitness account. On reading this part of the book we feel as if we are living in ancient India, and are able to frequent its cities, streets and byways, meet its people, and hear discussions on religion, philosophy, and the events of the day."

Qurratul-ain-Haider's range and insight are indeed vast and deep and going by the canvas and quality of this one book alone she undoubtedly deserves the 25th Jnanpith Award for which she has been selected. It is most heartening for lovers of Urdu, which is facing extinction in this country, that a distinguished writer in this language has thus been honoured. The only other Urdu writer to have won the Jnanpith Award was Firaq Gorakhpuri who received it in 1969.

This Urdu writer is equally at home while writing in English. Her books in this language include *Ghalib: Poetry and Letters*, co-authored with Ali Sardar Jafri, and *Stories from India*, co-authored with Khushwant Singh. She has also translated into Urdu a few works of T.S. Eliot and Henry James.

Today Qurratul-ain-Haider has authored five novels, four novelettes and four collections of short stories. The novelette include *Sita Haran* (*Sita's Abduction*). Each of her stories combines fact and fiction in such a way that it excites the reader's imagination and feelings.

Another major book that has won plaudits of praise for Qurratul-ain-Haider on both sides of the Wagah border is *Kar-e-Jahan Daraz Hai* (*The Task in the World is endless*). It is a biographical novel and came out in two volumes in 1979-80. The title has been taken from a couplet by poet-philosopher Mohammad Iqbal.

Kar-e-Jahan Daraz Hai is the story of the author's ancestors. The scene of action begins in the twelfth century and continues to the present. All through the reader finds himself sifting reality from fantasy. Breathtaking in its scope and sweep, it weaves a web of emotional relationships and underscores human predicaments of various kinds. One cannot but relate the situations to his own experiences. Ecstasy of joy, intensity of grief, satisfaction over success, sacrifice for a cause—all are there. The sheer force of the narrative keeps one enthralled.

Another novel, *Akhir-e-Shab Ke Hamsafar* (*The Co-travellers of Twilight*) is also historical in nature. Its canvas is the prepartition history of the subcontinent and the events that followed independence upto the emergence of Bangladesh in 1971. The intention is to emphasise the inevitability of change in society in its onward march.

Qurratul-ain-Haider received the Sahitya Akademy award for her collection of short stories, *Patjhar Ki Awaz*, in 1965. These deal with the despair of people torn away from their roots. The author had herself migrated to Pakistan but eventually returned to the land of her forbears. No wonder there is a tinge of personal anguish in these stories. *Roshni Ki Raftar* is another collection of her short stories. Her latest book *Gardish-e-Rang-e-Chaman*, a novel, came out in 1986.

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Ghalib: Poetry and Letters, co-authored with Ali Sardar Jafri, and **Stories from India**, co-authored with Khushwant Singh. She has also translated into Urdu a few works of T.S. Eliot and Henry James.

The 63-year-old author has been lucky to belong to a distinguished family of writers from Bijnore. Her father, Sajjad Haider Yaldram, was an Urdu litterateur of renown. So was her mother, Nazar Sajjad Haider. Both were also prominent in the public life of the country. The daughter must have initially drawn inspiration from them. Of course, a major part of the credit for her success as a writer must go to her own talent and imagination.

Qurratul-ain-Haider's literary career has not, however, been all smiles. Way back in the fifties, Urdu's "progressive" writers had accused her of being elitist and reactionary. She wrote only about the upper class from which she came, they said. They had no use for the values she espoused such as trust, truthfulness, loyalty, humility, fellow-feeling and sacrifice. But she took no note of her critics' censure and diatribes. She wrote about life as she felt it without concerning herself overmuch with the prevalent class distinctions. There is no neat division of her characters into good and bad guys as the "progressives" wanted her to do. She is loath to arrogate to herself the right to pronounce someone as "guilty" and another as "victim". She leaves it to the reader to draw his own conclusions. What matters to her is the reality of living and the spirit of human relationships, whether they are progressive or conservative.

Qurratul-ain-Haider is often compared with her equally illustrious contemporary Urdu novelist, Ismat Chughtai. Though both are writers of outstanding merit, there is not much in common between them as regards their styles

and choice of themes. While Ismat Chughtai relishes writing on intrigues, petty jealousies, deceptions and sexual aberrations in the ladies chambers of Muslim households, Qurratul-ain-Haider's women characters display much courage, consistency and moral rectitude vis-a-vis their male counterparts.

The two also differ in their perceptions of life as lived in Indian Muslim families. Ismat Chughtai's principal aim appears to shock the prudish sections of society by exposing their foibles and failings. She has no inhibitions in defying orthodox opinion in matters of sex. According to Dr. Muhammad Sadiq, she frames a story to express some sex-reality and equips it with marionettes that move to her bidding. "She has very few really life-like characters and this is her chief failing," he says.

In the case of Qurratul-ain-Haider, there is no place for lust and passion in her stories. There are no challenges to proper ways of good society. It is the historical and sociological perspectives that dominate her themes. However, together these two writers have given a big fillip to Urdu fiction whose fortunes had been on the decline after the death of Munshi Premchand and Saadat Hasan Manto.

Reproduced below is an interview she gave to the Urdu critic Shamim Hanafi:

You have been given the Jnanpith award for your contribution to Indian literature during the period 1969-83. How would you evaluate your entire writing career?

It is difficult to say because I have been writing ever since I can remember. I started out with children's magazines, and went on to write in serious literary journals when I was still a teenager. I received a lot of recognition at that

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time too, and I took it all very casually. I thought writing was a lark. That was the heyday of the progressive movement, but I was not part of it. That was the whole trouble. I was merrily swimming against the literary current.

Where exactly did you differ?

I wrote about a certain class and society with which I was most familiar. And that was exactly the milieu the progressives were up against. They called me the spokesperson of the feudal and the bourgeois classes. An angry critic even called me a giggling school girl. At that time they were my seniors. I was vastly impressed by them—stalwarts like Manto, Ismat Chughtai, Krishan Chander, Bedi. I had my sympathies with the progressive movement, but I did not like their holier-than-thou attitude and their sloganeering.

Your earliest writings have recently been recognised by some critics as the harbinger of a new sensibility.

They took pretty long to say so. It also goes to show how dumb some of the earlier critics were. At that time, too, I had thought that my stories were different. But I don't really take myself seriously as a writer. I wrote without conscious effort, in an impressionistic manner, which later many critics referred to as 'stream of consciousness'. As a matter of fact, I had not read Virginia Woolf at that time. I did, later.

Your style as well as your concern with time and history have had a profound impact on some of your contemporaries and on the younger generation, while the preceding generation was concerned mainly with surface realities.

There is so much to human life that one does not really know from where to start. And so your scope or canvas becomes wider, you delve deeper into history. And then you realise that there is more to it than

you think. You then try to find some answers to questions.

Isn't there a streak of romanticism in your treatment of the past?

Yes, of course, there is. It was not accidental that the 19th century Romantics of Europe had also been interested in the past.

But your novels are not historical.

They are about the philosophical aspect of history. Aren't we all part of history?

Which of your work is the best representative of all that you want to project as a writer?

Every novel or short story has its own characteristics, merits and demerits.

The reader often wishes to identify with some of the characters you have created. Is there any difference in your treatment of the male and female characters?

I treat the characters basically as human beings, with their own conditioning and their own psyches. Women, of course, not only in India, but all over the world, have had to suffer. And suffering is one of my concerns. But it does not mean that I am a weepy writer, for God's sake!

Your tremendous sense of humour in your writing has been completely overlooked by critics.

Absolutely ignored. Because most of our critics have a one track mind and they go on flogging my early novel *Aag-Ka-Dariya* and repeat all the cliches about me—you know, 'nostalgia', 'mourning for the past' and all that.

In your recent writings, is there any definite departure from your earlier concerns?

No! My concerns are the same. Everybody should be concerned about the disastrous attitudes we have acquired in recent years. And as a writer I am extremely disturbed by the deliberate creation of misunderstanding between people, societies, and cultures. The Gulf is becoming wider by the day.

Continued on page 19

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Promotion of Reading Habits in the Field of Science and Technology: Role of Librarians and Publishers

K. Sampatha Chary, B.Sc., MLISc.
M. Kanaka Chary,** M.A., MLISc.*

After the World War II, the World is witnessing an information explosion. The scientific information is flowing very rapidly across the borders of the world countries. Drive to expand the bibliographies of scientists results in literature proliferation. Books, journals, articles continue to be produced at an alarming rate. Exhibitions of books shall invariably result in promoting the reading habits. The literacy of our country can be enhanced from 36.17 per cent to a new height indirectly or directly by organising Book Exhibitions, Book Talks, and Adult Education Centres, apart from various other literacy campaigns.

To day's scientific world is more dynamic, challenging and competitive than ever before. Many scientists will survive but if we want to truly succeed in this highly competitive world of new technologies, new systems and new concepts, we have to continue to develop professionally by reading more number of books, acquiring them by whatever means, beg, borrow or purchase. Information science as a profession developed mostly in the present century is the direct effect of the knowledge accumulation that has been brought through the channels of printed sources. Proliferation of literature is the natural consequence of the scientific growth. It is estimated that scientists in the developing countries produce 5 per cent of the worlds scientific literature. Man's

knowledge doubles for every 15 to 20 years. In Science & Technology (S & T) it is estimated that each year, there are 60,000 books published, two lakhs research reports issued and three million articles appear throughout the world. The world book production today marks over hundred thousand publications.

Eugene Garfield in his article on the "Third World Research" showed that India is the super power in the Third World Science. Today, there are over one lakh serials being published. Out of which, a major portion is from S & T and almost every day 4000 articles are being published in some parts of the earth, because of the congenial atmosphere created by the publishing world and the book trade.

Books were, are and will be the best medium of communication. They are the least expensive and most effective instrument for the preservation and transfer of knowledge. Book producing and the socio-economic welfare have direct positive correlation.

Importance of Libraries vis-a-vis Book Exhibitions

A Library (from Latin LIBER 'Book') is a silent university having normally a collection of written, printed or other graphic and visual material organised and maintained for reading, study, research and consultation. The pre-computer librarian of yesterday and the Computer-Librarian of present times were/ are doing yeoman service "Service to the humanity in

providing information avalanche available in the form of print or non-print material to every one directly encouraging them to read books. Reading nevertheless is the concomitant activity of writing and librarian serve the readers by instilling the reading habit.

The book exhibitions are not to be construed as mere markets wherein books are brought and sold nor the sellers compete with each other for customers but also have an educative role, the role which gives an opportunity to the clientele (prospective visitor to the exhibition), to choose the right book at a reasonable price and to enhance his/her reading capabilities. The common purpose of book exhibitions is to provide a book selling service to the general community-text books for students, monographs for academicians and a comprehensive selection and acquisition service to the librarians.

Task of Librarians, Academicians and the Publishing Trade

The business community is vigorously promoting the new telecommunication technologies to bridge the gap between an exponentially expanding information base and its efficient management. Book exhibitions play a key role in providing the best opportunity to the students academicians, librarians and the populace in selecting and choosing, the desired literature. Conducting Book Exhibitions, Book Fairs, Street Book-Selling Corners, etc., will be

* Documentation Officer, National Institute of Nutrition, Hyderabad.
** Asst. Librarian, CIEFL, Hyderabad.

the best devices to entice the book-lovers to a common platform indirectly or directly encouraging them in enhancing their awareness and reading habit.

Promotion of Book-Culture at Regional/National/International Levels

In terms of titles produced annually, India is the largest book producer in the Third World and ranks among the ten largest in the whole world. Even if India's average annual output is taken as 22,000 titles, the figure will not be so impressive in relation to the size of the population or the print run. Having nearly 15 per cent of the world's population, India accounts for barely 3 per cent of the world's Book titles. According to the latest figures the book publishing industry in the country which held seventh position in the world has slipped to the 17th place and the number of titles published has come down from 22,000 to 12,000 in a year. In our State the 'National Library Mission, contemplates to eradicate illiteracy by 1994-95. The literacy rate in our country (1981 census) was 36.17 per cent and is supposed to touch a high peak by end of the 20th century. Here also the Book Exhibitions play an important role. Unesco, right from its inception is doing yeoman service in the promotion of reading habits. Declaration of 1972 as the International Book Year (IBY) by Unesco at its 16th session in 1970 gave further impetus to book development throughout the world. Publishing at the Western Countries is par excellence compared to the Third World Countries.

Publishing a counterpart to ISI's Venture 'Current Contents' which not only brings the contents of several thousands of serials every week but also several hundreds of new book contents covering the whole gamut of universe of knowledge, in our country should be ventured in. Also publishing a book review supplement to all the S & T

Journals in the country should pave the way of cultivating and promoting book reading habits. No doubt INB, Accessions-List S.Asia (Lib. Congress) Asian Bibliography (ESCAP-UN) and several trade catalogues from the printing world in our country are coming to the rescue of the librarians, to a large extent in knowing the book production world in the country. Nevertheless this needs to be further strengthened.

Conclusion

Book Exhibitions if conducted at the doorsteps of the R & D Institutions, Universities etc., scientists, students and the academicians will come in close contact and boost the sales, recommend to their librarians, colleagues, students, kith and kin to acquire more number of books on display, indirectly playing the role of inciting the young and old readers to read more and more number of books. At least a selective band of highly placed librarians and academicians should be gifted with certain new titles on display so that they will after reading them venture in suggesting them to their students, colleagues etc., in buying them or reading them. Book exhibitions should stock a wide variety of non-book materials too, which make the arena, a place of both entertainment and cultural uplift. Exhibiting the latest publications, pre-distribution of trade catalogues giving actual books on display, services and products, arranging a seminar (like the one we are now holding) and a job-fair which will provide a computerised (or manual) matching service for many jobs on offer in the country and abroad will go a long way in taking the humanity into the 21st century with bright future. Current weekly-contents of new forthcoming books if ventured in, will go a long way in inculcating or promoting the reading habit. Including book-reviews in newspapers, and other journals, in local languages will naturally promote the

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Marketing of Journals

*M.L. Ahuja**

The Concept

As compared to a book, a journal is a rapid source of communication of knowledge. While the book is the basis of learning, the successive issues of the journal bring developments in information and contribute to the enrichment of knowledge. Both, however, are complimentary to each other. The journal is akin to a newspaper in the sense that it always ushers in something new but is a step ahead of newspapers for intellectuals to exchange their findings. In this way, the journal is a primary source of information for the academic community and acts as a current awareness service. It is generally linked with the formation of scientific societies which serve as forums to share views of common interest.

Prior to the inception of journals, reports on research endeavours were made known by means of correspondence. Often the authors had to travel long distances to share their views with their colleagues. This cumbersome, restrictive and slow process of information dissemination later gave way to courier service of a regular nature. With the growth and dimension of society there has been a need to record the proceedings of meetings for future reference and reviews and send it to colleagues on exchange basis.

Royal Society of London subsequently acted as a clearing house of correspondence for some time. This prompted the Society to bring out their first journal,

Philosophical Transactions of Royal Society in the year 1663. In this way, while the idea of establishing a journal developed in England, the idea gained momentum in France with the publication of *Le Journal des Scavens* in January 1665. The main objective of the journal was to "transmit to readers all current events worthy of the curiosity of men and contain news, proceedings, transactions and reports of research carried out in a particular field".

Since research is a continuous process, each issue of the journal is systematically numbered in volumes

Prior to the inception of journals, reports on research endeavours were made known by means of correspondence.

and further sub-divided into issues, based on the frequency of each journal. This has been designed to ensure that the subscribers receive all the published issues. This is also for the administrative convenience, preservation, reference and citation. The numbering system was first introduced by the Royal Society for their journal, *Acta Philosophica (Philosophical Transaction)* and has now become a distinctive feature of journals today. The identification of journals was further enhanced by the use of International Standard Number (ISSN) in 1972. The numbering system and regular frequency distinguishes it from the periodical as well as the book. The book is published only once, unless

it is a serial publication or a revised edition is necessitated but the journal is a continuing process unless its publication is altogether dropped.

Promotional Avenues

Both the book and the journal cater to the educational and informational needs of students, intellectuals and professionals. But every book has a separate identity, of course with the exception of serial and multi-volume publications, requiring distinct process of promotion. What counts for its acceptance is the exposition of its intrinsic worth—its subject, its coverage and the presentation. The buyer's need is inextricably linked with its subject. In view of the constant developments in every discipline, the latest title in the field or new edition is always an exciting feature. This together with the efficiency in the promotion and distribution system form the basis of a successful marketing system for books.

But the situation in journals is altogether different. Like books, journals are not sold at bookshops. They are only subscribed. The subscriptions are payable in advance. The subscription forms a covenant between the publisher and the subscriber whereby the subscriber pays or agrees to pay to share the cost of the publication of issues during a specific period, which is generally the calendar year, and the publisher agrees to supply, on publication, the agreed issues, as and when published.

* M.L. Ahuja is involved in the marketing of Journals and subscription service for over a decade.

In this way, sale of the journal is affected well before publication of the journal. Like books new journals also do not attract the subscriber. On the contrary, every issue in the journal covers altogether a new field. Rather, the fact that the journal is in circulation for a long time carries conviction and credibility. The older journals are readily accepted even by the new subscribers.

What is it then that attracts the subscriber to go in for the subscription of a journal. Obviously, the subscriber, like a purchaser of the book, has no means to go through the forthcoming issues to know the presentation of the subject-matter or even to know the contents or the names of the contributors. Once a journal is subscribed, particularly for an institutional subscriber, it becomes the subscriber's permanent liability. The subscription has to be renewed year after year.

Multiplication of issues has created a space problem for libraries the world over. Together with this is the administrative problem in libraries for maintaining a record of the issues received. Missing issues is an anathema for the library staff. Every publisher has a dead line for entertaining claims. If the claim is lodged after the expiry of this dead line, the subscriber has no option but to purchase the missing issues, as back issues at higher cost. Some time when even the back issues are also not available the Librarian finds it difficult to complete the volume. Added to all this is the escalating cost of subscriptions every year. The cost of subscriptions go up by 20-25 per cent and the institutional subscribers are finding it difficult to renew all the existing subscriptions not to talk of adding new journals.

In spite of this, new journals are announced every now and then and the publishers are able to push them through successfully. In a competitive society where journals

compete with one another to attract subscriber's attention, in view of the various constraints the subscriber has to discriminate and ascertain what is most relevant to him.

Like books, the media for the promotion of journals cannot be the dissemination of information on the same pattern as it is for books. In books the entire promotion and distribution system is linked with a

Like books, the media for the promotion of journals cannot be the dissemination of information on the same pattern as it is for books.

network of publishers, wholesalers, booksellers, book-clubs and mobile bookshops. Field representatives, reviews, extensive mailings and display at exhibitions and book-fairs further help in the marketing of books. But the only middleman in the marketing of journals is referred to as a subscription agent.

Marketing of new journals is certainly not as easy as it is for books. For books, what matters is the proper dissemination of information through leaflets, annotated catalogues, checklists, display at bookshops and exhibitions. For the acceptance of a journal, dissemination of information about the title is certainly not enough. A person requiring a journal on printing is not able to know the journal of his choice from the *Ulrich International Periodical Directory* or a catalogue compiled by the publisher or subscription agent. Ulrich, no doubt, has its own value but it is certainly not an effective marketing tool. So is any such catalogue.

What excites a new subscriber is the detailed information about the journal. Generally, a new subscriber —whether individual or institutional—opts for any journal after either going through one or more issues himself or after obtaining

opinions about this from his colleagues in the profession. He has also the option to approach the nearest library. The *Current Content* journals, brought out by the Institute of Scientific Information is yet one more source of knowing what sort of articles the journal carries. *Current Content* is a week-by-week listing of the contents of journal issues even before its publication. Scanning through this bibliographical journal give the subscriber an idea as to the pattern of coverage of the journal.

In addition to the bibliographical journals, there are abstracting journals. Obviously, only the standard journals are listed in the bibliographical and abstracting journals. The fact that the names of such important journals are associated with the journal indexed or abstracted should make the subscriber believe that the journal he is going to subscribe to is an authentic and regular one. Therefore, these bibliographical and abstracting journals should act as, an ideal forum for the marketing of new journals.

The other means being adopted for pushing a newly introduced journal are sending specimen copies or pilot copies to the potential subscribers. Mailing of a brochure, communicating the programme and policy of the journal to the potential subscribers as well as the information about the Board of Editors along with their field of excellence, enlisting the support of contributors, are still the other means being sought by the journal publishers to induct new subscribers. Every contributor wants his articles to be widely read and he can ensure that all his colleagues have an access to the journal if the institutions associated with them also subscribe to the journal.

Thus, for the promotion of new journals or for the induction of new subscribers the publisher has to rely more on the academic community.

The publisher has to ensure a continued interest among the potential subscribers and create an urge among the intellectuals, mostly associated with the institutions, to make sure that their libraries subscribe to the journal. For this it is essential that the contents of the journal is continuously brought to the attention of the academic community. This is possible either through advertisements, newsletters, listing in bibliographical and abstracting journals.

While the primary journal is an important source of information for the reader, in view of the proliferation of journals in the same field the significance of secondary journals cannot be minimised. It is estimated that by the end of 2000 A.D. over a million journals in science and technology alone are likely to be in circulation. In this situation, the secondary journals help in keeping the reader up-to-date with the vast amount of literature being brought out continuously in various parts of the world. Over the years, secondary sources have also grown out of proportion. Some of them, including *Chemical Abstracts*, have been computerised to cope with the annual volume of journal articles. These secondary journals are indexes, abstracting and bibliographical services.

Subscription Agency

As pointed out earlier, the only middleman in journal business is referred to as a subscription agent. Unlike books, mostly in journals the agent doesn't handle any product. He only undertakes to perform the service. In view of this, his work is attributed as 'subscription service'.

Having described the concept and various stumbling blocks in the marketing of journals, it should now be useful to underline the necessity of subscription agent when the subscriber can also approach the publisher directly. The subscription

agent is a specialised person or an organisation with necessary orientation and skill to act as a conduit in channelising the subscriptions meant for various publishers, with different currencies, pattern of renewals and invoices of varying formats, through a single source, thus cutting across various administrative problems.

Technically, the responsibility of the agent should cease as soon as the subscription is properly entered by the publisher and this fact is made known either by sending an acknowledgment to the subscription agent or some issues against the subscription entered. If the publisher is not able to ensure an uninterrupted supply to the subscriber due to no fault of the agent, then the latter cannot be held accountable for any lapse of the publisher. But, if the agent chooses to procure the journal in his own name, then it is the agent who is accountable for the complete supply to the subscriber and the onus of procuring the missing issues from the publisher, with or without extra cost, lies on the agent. However, if the journals are subscribed by the agent for direct despatch to the subscriber's address, as a part of the service conditions or the agreement, the subscription agent, as per the trade practice, do forward subscriber's complaint on behalf of the subscriber. Whether the agent should charge for this service or not depends on the mutually-agreed terms.

The role of a subscription agent is generally felt where a subscriber is subscribing to a number of journals. In that case, renewal of subscriptions assumes a stupendous task. To ensure timely and uninterrupted receipt of issues the subscriptions are to be renewed in time. It is particularly in case of society journals. The academic societies work on no-profit-no-loss basis and therefore bring out issues strictly in accordance with their current need.

In practice, they do not keep surplus copies, as do the commercial publishers, to enter subscriptions from back date. A subscription or renewal is entered generally from the next issue. Of course, it is for full one year. It is particularly this feature of academic journals that make the agent's task more difficult requiring him to be more vigilant and systematic.

A popular journal brought out by an academic society has another implication. To ensure its renewal in continuation of the last subscription the subscriber should cite the subscription number to help the publisher to identify his subscription properly. Sometimes a little variance in the subscriber's address can confuse the subscriber, culminating in the entry of yet one more subscription. As a result, the subscriber gets two copies at one time and no copy later.

Mostly, the wrapper containing the subscriber's copy indicates the subscription number and the date of commencement of supply. In most of the cases, such information also appears on the renewal notices the subscriber gets from the journal publishers. This should help the subscriber to maintain his proper record and renew his subscription in continuation of the last subscription. The subscriber or his agent should ensure that his subscription number is invariably cited on the renewal order. This can be done either by forwarding the wrapper/renewal notice with the renewal order or by citing such a number on the order itself. This is where the subscriber gets a satisfactory supply if the renewals are sent direct. But that way he comes across a number of other administrative problems. The solution, therefore, lies in proper co-ordination, between the two. An ideal subscription agent serves as a subscribers guide. Some even go to the extent of estimating budget for their subscribers. Still, there are

others who arrange missing issues by collecting copies from those who have an extra one.

The proper time to place a subscription or a renewal is a month or two in advance of the subscription/renewal period. The subscriptions are generally available on a calendar-year basis, except society publications. Some academic journals, like Gordon & Breach publications, are available on volume basis. It is, therefore, essential that the subscriptions are renewed in October/November of the previous year. Thus, if the subscription period is January-December 1991, the subscriber or his agent should gear himself to ensure that the advance subscriptions are paid to the publishers by October/November 1990.

Some institutional subscribers have lists running in 7-900 journals, which are published by as many as 6-700 publishers. The task of preparing renewal orders is quite cumbersome. The renewal orders are necessarily to be supported with advance payment at the new subscription rates. This makes it essential that the subscriber or his agent should have the current subscription data in a classified manner.

The problem is more intricate if it concerns the renewal of a foreign subscription where the subscription is payable in the publisher's own currency. The journals being imported, for instance in India, are from USA, UK, Japan, Australia, the Netherlands, Germany, Italy, USSR, Belgium and a few other countries. Majority of the subscriptions are payable in US dollar. Since the foreign currency is regulated by the country's specific rules and regulations, the procurement of foreign exchange for each case separately consumes sufficient time, in spite of the fact that in India

payment of foreign subscriptions is allowed on blanket permit issued by the Reserve Bank of India. Keeping this in view, an institutional subscriber is required to initiate the process some time in July/August to ensure timely and uninterrupted supply.

A little delay in renewal at each step causes financial as well as academic loss ultimately. The academic journals illuminate the outcome of painstaking research being carried out by scientists in various fields. Thus, each issue brings vital information to the academic community which can, in turn, be the basis of a metamorphosis in some creative work and welfare activity of the society. Therefore, subscription service should not be viewed as a mere routine business. It is a specialised vocation with paraphernalia to handle this intricate business. An ideal subscription agency should be able to identify the journal publishers whose journals should be subscribed in their region. The renewal prices should invariably be procured, classified and maintained much in advance of the receipt of renewal orders. Together with this the agency should also continuously maintain a record of the journals dropped, changes in names, and the new names caused due to mergers.

A subscription agency acquires credibility for excellence in subscription service by streamlining its whole gamut of activities. This is essential as each day that passes brings with it multiplication of problems. If a subscription reaches the publisher a day after they have placed print order, it will mean a loss of one issue. Not knowing that the loss of issues is due to entry of subscription from a period other than the one specified, the subscription agent gets one reminder. If the reminder is forwarded too late by the subscriber or his agent even a

commercial publisher will not be able to send a replacement copy. In practice, complaints are entertained within a maximum of 60 days of the expected date of receipt of any particular issue. This makes the agent's task still more difficult. The time left for forwarding the complaints is limited, most of it is already consumed in the process caused in the subscriber's compiling the claims and forwarding them to the agent. Co-ordination between the subscriber and the agent can help in evolving a format of claim, to reduce this time gap.

Since the subscription agent is closely connected with the subscribers of diverse nature, he can be more helpful to the journal publishers in the marketing of their newly-introduced journals. But majority of the subscription agents are concerned only with the renewal business. Promotion of journals is altogether different and no agent should be interested in this unless one deals with a publisher on an exclusive basis. His demand is legitimate. As discussed earlier, promotion of new journals is a complex task. The result cannot be expected immediately. This is particularly with the institutional subscriptions where the list of journals to be subscribed/renewed is prepared and approved only once in a year. The library committees generally hold their sessions, presided over by the academicians, in July/August for the next subscription period. Mostly, these committees appoint subscription agents on the basis of offers available before them or the antecedents of subscription agents.

Prospects Ahead

Marketing of journals, undoubtedly, is a difficult task. Proper handling of renewals is as important as the promotion of newly-introduced journals. If the supply of journals is not ensured properly, the subscriber has no choice but to discontinue the subscription and switch on to the

similar one. To ensure regular supply, publication of journal issues in time and the management of renewals are equally important. Both the factors help in building up credibility for the subscribers to pay advance subscription.

However, the increasing use of electronic media in scientific communication makes one suspicious about the scope of printed journals. Computer scientists in the West are contemplating to link the whole world by satellite communication system when every office or home is expected to have a terminal for on-line access to the central data banks. It is also envisaged that there will be a potential use of one or two-way cable television (CATV) via the satellites to allow a two-way flow of information through conversation. But the global system, though on a good start in the advanced countries, may not be attained soon in the near future because of financial and technological constraints. The project involves huge sums of money which many Third World countries cannot afford. The introduction of microfiche as a space saving device yet poses another challenge but it has its own limitation.

But, in spite of this, the journal, in its printed format, is recognised as a formal and orderly communication medium among scholars. It has been socially accepted for establishing priority in research activities. With the mushroom growth of research institutions the demand for primary journals in print will grow, relegating the demand for secondary journals on printed format when such a data is also made available on tape. Moreover, with the subtle changes in various disciplines and multi-disciplinary approach in every field there is still sufficient scope for new journals in spite of the several constraints. Surely, innovative means in marketing can help solve the problem.

Continued from page 11

Are you writing about the present-day political culture of India?

I do not write overtly political novels. Such novels often become journalese and dated. But the stories, the fictional situations of the characters I create, do present a given state of affairs. So you can read between the lines. For instance, in my novel, *Chandni Begum*, I have, in a metaphysical manner, discussed the urge to acquire land. It was the root of all subsequent troubles—when our ancestors jumped off the trees and began to grab land and create classes, countries, kingdoms, and so on.

In this novel it is merely a plot of land near Lucknow, which was owned by a family and its present-day descendants. The theme is a part of the multi-layered background of the novel.

Your Kajan Daraz Hai is the first work of non-fiction in Urdu. And the story begins in the eighth century A.D.!

Yes, through the generation-to-generation saga of a particular family, I have tried to portray the historical and sociological progress and evolution of culture. In this case it was the West Asian and western contribution to Indian civilisation. It is a story of the collective experience of discord and synthesis.

You call Gardish-Ki-Rag-e-Chaman a semi-documentary. How did you combine both fictional and real characters in it?

I treat the real characters only as silent figures in the background. I don't commit the dishonesty of making my real characters act or speak because I have no right over them.

From Sitaron Se Aage to your latest, Chandni Begum, it is a long journey. How do you sum it up?

It is the same as the journey of the author as a giggling teenager to a still giggling senior writer!

Continued from page 14

reading habits even upto the bottom line i.e. village literate. By using the mass media like T.V., Radio and other AV materials, the populace will certainly be stimulated towards the reading habit. 1990 is the International Literacy Year. The Governments both Central and State have to take up more and more literary programmes to promote the reading habits among the children, youth, adults and one and all.

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Legal Protection of Computer Software: Domestic and International

*André R. Bertrand**

The first computer designed for non-military purposes, the UNIVAC I, was delivered on June 14, 1951, to the United States Census Bureau. The UNIVAC I was a (tube-run) computer installed on the user's premises, but it proved difficult to operate. It was necessary to wait for the invention of the transistor before the computer would become available to the general public. With the introduction of the IBM 360 in 1964, the computer was to experience its first "democratisation." The advent of the IBM 360 made the computer accessible to medium and large-sized enterprises for the first time.

The IBM 360, like all the other computers sold during that period, was sold together with the software specifically developed for the needs of the user. (This practice is referred to as bundling). Bundling explains why legal protection of software was not considered an important problem at that time. Moreover, those lawyers who first took an interest in legal problems raised by software were specialists in patent law, since software was considered an integral part of the computer. In 1964, however, the first article to consider software protection through copyright was published in the United States. The impact of this article was hardly negligible, since the Copyright Office officially accepted registration of software two years after its publication.

In December 1968, IBM abandoned its practice of bundling and began marketing its computers

and software separately. This new practice, also adopted by the other computer manufacturers in the months that followed, generated an independent market for software and provoked standardisation. The recognition of the autonomous role of software also created an awareness of the need for its independent protection.

The Legal Debate

In the early 1970's, European lawyers began raising questions about legal protection of software. Their opinions were quickly divided. As early as 1972 the German professor Eugen Ulmer concluded that copyright protection of computer programmes was possible. His opinion influenced the French professor Henri Desbois, who adopted the same position a few months later. Moreover, in 1972 the Philippines became the first country in the world to amend its copyright law specifically to include software.

Yet several European lawyers resolutely opposed copyright protection of software, emphasising absence of literary or artistic character. In reality, that legal argument masked the fear that copyright, a field traditionally belonging to civil law, would slowly fall within the domain of patent law, which belongs to commercial law.

In the United States, a National Commission on New Technological Uses of Copyrighted Works comprising specialists in copyright law was created in 1978 to propose means of adopting copyright law to

new technologies. The Commission "CONTU", strongly advised a clear and unambiguous protection of software by copyright. Its conclusions resulted in the adoption of a law in 1980 which specifically provided copyright protection for software. Yet since the provisions of the new law were phrased in such general terms, American courts were left with the task of defining the extent of the protection. The courts held in the following months that the law protected both source and object codes, regardless of whether they are stored on application software, system software or video games.

In Europe, the legal controversy which had marked the beginning of the 1960's, influenced court decisions. While several French, German, Dutch and Italian decisions unambiguously recognised copyright protection for software, other decisions refused to accord such protection, arguing that software did not constitute a literary or artistic work. To resolve the uncertainties under case law, France, Germany and the United Kingdom modified their copyright laws in 1985 by specifically extending protection to computer programmes. Spain did so in 1987.

On March 7, 1986, the French *Cour de Cassation*, the highest civil law court, ultimately held in a series of three cases that software constitutes a copyrightable work of the mind, regardless of its form, merit or destination.

As of the beginning of 1988,

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approximately fifty countries have recognised copyright protection of software, either by means of legislation, case law or judicial doctrine. This includes certain Asian countries (the Philippines, India, Singapore) and certain Latin American countries (Argentina, Chile, Dominican Republic, and to a certain extent Brazil). Given the recognition of copyright protection for software, the remaining issues focus primarily on the notion of originality and the extent of the copyright protection accorded to software.

Protection of Software and Development

Software is to computers what records are to audio equipment. Software plays the same decisive role in the sale of computers as records do in the sale of audio equipment. To operate the computer, the user needs to purchase application software as well as operating software. For every one dollar investment in a computer system, approximately one-fourth will go towards the purchase of the computer software, another one-fourth towards the purchase of operating software, and one-half towards the purchase of application software. The software industry today generates worldwide revenues in excess of U.S. \$30 billion a year. Yet the industry is still quite young. It is predicted that revenues will even exceed those of the automobile industry in the near future.

It is important to note that technological developments and increasing competition in the industry render the development and marketing of software ever more expensive. According to a recent study, the cost of developing and marketing an application software programme for a micro-computer is estimated to be approximately U.S. \$8 million in the United States.

The economic importance of the

software market and the size of the investment necessary to enter the market emphasise the importance of the stakes, especially as concerns legal protection against software counterfeiting. Yet some might consider software protection as a means to enable large American and European corporations to tighten their stranglehold over the international software market. From this perspective, certain Latin American, Asian and African countries, including the Ivory Coast, can legitimately pose the question whether software protection is a luxury they cannot afford. The costs associated with protecting software include the outflow of currency in the form of royalties and the decreased availability of the software due to its higher cost.

The Advantages of Copyright Protection

Copyright protects a work from the moment it is created; no formalities or expenses are required. The protection is available nationally and, thanks to the provisions of international treaties, internationally in about 80 countries. Procedurally, copyright offers a number of techniques which permit effective and rapid control against counterfeiting. Another advantage of copyright is that it is not exclusive: It is available in conjunction with several other forms of legal protection: under commercial law: patents, trademarks, (*désseins et modeles*); under civil law: unjust enrichment, (*agissements parasites*), unfair trade practices; under criminal law: theft, trade secret.

Factors to consider in selecting the appropriate method or methods of protection include the type of software and the commercial strategy of its developer. It is particularly important to know whether the software developer intends to market the software or to

use it internally.

Copyright offers a greater degree of non-exclusive protection on a national and international level than would a specifically enacted autonomous form of software protection. This explains why countries like France and Japan, which had envisaged a specific form of legal protection for software, finally abandoned that idea and opted resolutely for copyright protection.

What about Developing Countries?

European and North American jurists have generally concluded that software constitutes a "work of intellect" since it is the result of a creative process similar to that involved in the creation of a book or a screenplay. French copyright law, which served as the basis and inspiration for the Ivory Coast law for example, is very similar in its form and language to the Ivory Coast law. The French *Cour de Cassation* interpreted French copyright law as extending protection to software. Thus, relying on French case law and legal doctrine in a number of other legal systems leads one to conclude that an Ivory Coast court would most likely consider software as protected by copyright.

This does not necessarily mean that the current Ivory Coast law is satisfactory in its actual state. An amendment specifically extending copyright protection to software would be desirable to put an end to any possible doctrinal or case law controversies. Moreover, an amendment could also resolve possible issues concerning title to the copyright. A weak point in "classical" copyright laws is that moral and pecuniary rights in the work are generally attributed to the individual author himself, as is the case with the Ivory Coast law. For software, such provisions are especially troublesome because

software is usually developed by employees or independent contractors.

International Protection

Again, the Ivory Coast provides an interesting example. How does its law apply to foreign software, and particularly to software originating from the United States or France? Article 3 of the 1978 law which protects works of the mind, provides as follows: (unofficial translation)

"...Independent of the rules of protection provided for by international treaties concluded between the Ivory Coast and other countries, the works of foreign nationals which have not been published benefit from the protection organised by the present law, provided that the country of nationality of the original copyright holder accords an equivalent protection to the works of Ivory Coast nationals."

Thus, according to the provisions of Article 3, software of foreign origin which was not published for the first time in the Ivory Coast may be protected in the Ivory Coast by either of two possible methods. First, protection may be provided under international treaties. Second, protection may also be provided by the provisions of the Ivory Coast law protecting works of intellect, provided an equivalent level of protection is available to Ivory Coast nationals in the country of nationality of the original copyright title holder.

There are two principal international conventions on copyright: the Berne Convention of 1886 and the Universal Copyright Convention (UCC,) the first version of which dates back to 1952. The Ivory Coast is a signatory of the Berne Convention. France is a signatory of both the Berne Convention and the UCC. The United States is currently a signatory of only the UCC, although it is

anticipated that the United States will soon become a signatory of the Berne Convention as well.

From this tapestry of treaty laws, one can draw the following conclusions:

software of French origin is protected in the Ivory Coast under the framework of the Berne Convention and therefore benefits in the Ivory Coast from the same protection accorded by the Ivory Coast to software of local origin; software not benefitting from any international treaty protection in the Ivory Coast will only be protected within the framework of the second section of Article 3 of Ivory Coast law no. 78-634 of July 28, 1978.

Thus if software is not protected under treaty law, it can nevertheless be protected by the Ivory Coast copyright law if it is found that the law of the other country "accords an equivalent protection to the works of Ivory Coast nationals."

Reciprocity of treatment can be established by either of two means:

a government declaration or the taking of an official position, such as an exchange of letters between governments;

a clear statement of the law.

Even if reciprocity is not found to exist and copyright protection is therefore unavailable, software can still be protected in the Ivory Coast through other methods, including unfair trade actions and parasitic competition actions.

Software Counterfeiting and Plagiarism

Copyright does not protect ideas; it only protects the original form in which they are expressed. As soon as the idea is expressed under a form which is not general or abstract, it is protected by copyright. The boundary between an abstract idea and one expressed in a form which merits copyright protection is

often difficult to establish, and it will be up to the judge to examine the particular facts of each case.

If an idea is only capable of being expressed in one form, that form will not be protected under copyright. In effect, since the author of that form was unable to choose among other possibilities, that form does not represent any trait of the author's personality, and does not constitute a creation because it lacks originality. Therefore, when a programmer must, either because of internal specifications (rules imposed by the programme) or external specifications (functions imposed by legislation, professional rules or other), develop software in a manner which excludes any alternative, that software will not be protected by copyright since its form is inseparable from its idea.

While certain ideas may not benefit from copyright protection because they are incapable of being expressed in alternative forms, they can, however, benefit from other forms of legal protection. Both the civil law and the common law sanction the appropriation of other's ideas under rules of unfair competition.

While copyright protection is limited to the form of the work, it does not, contrary to popular opinion, just protect against an identical duplication. The use and the transformation of certain elements of a work can be held to constitute counterfeiting, and the non-authorized transformation of a work can be found to damage the author's moral rights in the work. Both case law and legal doctrine hold that copyright extends protection to the structure or the "composition" of a work. Structure includes the principal elements of a work, its outline, transitions and the characteristics of its principal parts. This is not without consequence as concerns the definition of plagiarism

under copyright law.

To demonstrate the existence of plagiarism, it is necessary to demonstrate more than a "substantial similarity" between works. It is also necessary to establish that one of the authors had access to the work of the other. In effect, it is difficult to imagine that two authors could independently produce, practically at the same time and in the same place, two identical works. If both works are the fruit of the author's own inspiration and creative activity, then both original works will be protected under copyright law.

With this in mind, it is therefore important that an author establish his paternity of a work and eventually prove the date of creation. This is why software developers should deposit their works with a notary or, even better, with an organisation specialising in the deposit of software, such as the Agency for the Protection of Programmes in France.

In copyright a distinction is made between counterfeiting and plagiarism. Counterfeiting (which is often referred to as "piracy" when concerning software) is the mechanical reproduction of software and/or the software manual.

Plagiarism is the borrowing of ideas or elements from a pre-existing software programme. Since copyright does not protect ideas and since borrowing generally accomplished by the addition of a personal contribution which itself can be considered as a new creation, an adept "plagiarist" can escape legal liability for his act.

The use of a computer programme's instruction lines can possibly constitute plagiarism. In Germany, plagiarism was found to exist in the case of a source programme which incorporated 70%

Copyright offers a greater degree of non-exclusive protection on a national and international level than would a specifically enacted autonomous form of software protection.

of the instructions from another programme. In the Netherlands, a similar holding was issued in a case where 16% of the instructions were borrowed. The non-authorised translation of software from one language into another can constitute more than plagiarism: it also constitutes counterfeiting according to courts in South Africa and the United States. Similarities between user manuals are often considered by

courts as an indication of software plagiarism. Recent decisions in France and the United States have held that plagiarism is not limited to the copying of programme instruction lines, but also includes the copying of a programme's architecture and structure. An American decision extended the domain of plagiarism to include similarities in the televisual expression and the "functionalities" of a programme.

Copyright is a simple, non-exclusive and efficient means of protection against software counterfeiting and plagiarism on a national and international level. As such it responds to the needs and wishes of software developers and distributors, and protects the development of a local software industry.

Yet as the analysis of Ivory Coast copyright law illustrated, those seeking international copyright protection must closely analyse the copyright provision of each country where protection is desired. The mere existence of copyright protection does not necessarily guarantee coverage of software, protection of foreign works or uniform levels of protection.

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Evolution of Books and Their Role

S. Palani, B.Sc., M.A., M.L.I.S.,*

It has been known, that for centuries, written and printed words have been in use in Asian Countries to record knowledge, convey message and disseminate information. Written scripts and alphabets were invented in ancient times and simple tools such as stylus and brushes were used to make letters on various types of materials, ranging from natural materials such as bamboo, palm leaves, stones to man-made ones such as silk and cotton cloths gold and silver leaves, and finally hand made paper. Innovative technology to produce multicopies of the same books were also invented in Asia centuries ago.

The key countries in the invention of printing appear to be three nations in the far east: China, Korea and Japan. China can claim to have first introduced the reproduction of characters through seals (about 450 B.C.) to have been the cradle of paper making (between the first century B.C. and the first century A.D.), to have introduced the first book printed from wooden blocks, to have issued the first printed paper money (10th century A.D.), to have developed book printing with movable characters (first of earthenware about 1050 A.D.), then tin about 1150 A.D. and finally to have invented the art of map making. Korea can boast of the oldest known printed text in the world, dated between 704 and 750 A.D. and had introduced superior printing techniques with man produced pieces of lead and bronze type (1435 A.D.). Gutenberg (1445) invented movable types. This led to the spread of printing all over the globe resulting in the production of many thousands of books.

Book Publishing

In order to enable an individual to participate actively in the educational, social, economic, and cultural development of a society to benefit from and to contribute thereto, it is essential that the person be given as much opportunity to learn and to have access to knowledge and information through all kinds of media including the printed word, which has been and will continue to be an effective and inexpensive tool of education and communication. UNESCO has always considered book promotion. Particularly books in indigenous languages as an indispensable vehicle for the cultural, educational and communication policies. Imported foreign books can serve the head in certain areas such as science and technology, but to fully satisfy the needs only books in national language will serve this purpose. Attempts have been made by developing countries in Asia to create and produce books in their local languages. However book publishing in indigenous languages still leaves much to be desired and calls for remedial action both at national, regional and international levels.

It is a well known fact nowadays that more than half of the world population lives in rural areas and furthermore a majority of this rural population has been and would continue to be in the developing countries where life is characterised by the predominance of a vicious circle of poverty, hunger, ill-health, physical and social isolation, illiteracy etc. Among these rural people, awareness about printed vehicles of information and

knowledge is very low, accessibilities to books and other printed materials are very rare, not to mention publishing activities which are practically almost nil.

In the book world, there are wide gaps between the developed and developing countries and in most of the developing countries between urban and rural areas. Since printed media has long been an effective and inexpensive tool of education and communication, its absence is one of the factors which hinders the development of the individual the advancement of society.

Statistically speaking about 5 lakhs of books are published annually all over the world. Though it is a happy sign that more books published between developed and developing countries continues to be in the ratio of 5:1. Realising this factor at the international level as far back as 1946 representatives of 44 Governments gathered in London to establish the United Nations Educational, Scientific and Cultural Organisation, they committed it by its very nature to the promotion of books and reading.

The direction and character of this mission were defined in two specific tasks laid by the constitution.

1. to promote the free flow of ideas by word and image, and
2. to assure the conservation and protection of the world's inheritance of books.

The broad lines of UNESCO's dual role of conservation and communication were thus marked out for it. The work of prospecting and exploring the different aspects of this mandate in the light of world

* Asst. Librarian, Madras University Library.

evolution since 1946 and in response to needs gradually brought to light by that evolution, particularly as regards education, has led after 26 years to a manifestation of world dimensions.

Role of Books

As educational tool, as vehicle of science, as store house and spreader of culture and of information, the book has a place in every chapter of Unesco's programme: as subject, as instrument of; as means of action. Twenty-six years of reflection and experience have brought Unesco to see in Books a focal point of all its aims and activities. Book development, the free flow of written information, literacy instruction, promotion of reading habit, development of libraries, archives and documentation are a few of the chapters of the programme.

At the General Conference of Unesco in 1964, a definition has been given to the book as being "a non-periodical printed publication comprising atleast 49 pages not including the cover". Books differ from all other communication media, in that they alone are wholly independent of the time factor. As Yoshila Kenko has expressed with great feeling. "To sit alone in the lamplight with a book spread out before you, — such is a pleasure beyond compare".

The proclamation of 1972 as International Book Year was the fruit of a clearer and fuller understanding by the organisation on the role of books in its programme. But the campaign launched by UNESCO and each of its member-states around the slogan "Book for all also aims at staring with the public this awareness both of the book needs of humanity and of the means by which they might one day be satisfied.

Books have their uses. As C. Kegan Paul puts it. "It is by books that mind speaks to mind, by books the world's intelligence grows:

books are the tree to knowledge. which has grown into and twined its branches with those of the free and of their common fruit men eat and become as Gods knowing good and evil".

Maxim Gorki gets emotional as he says "I love books: each of them seems to me a miracle and each author a magician. I cannot speak of books without emotions and enthusiasm".

Today the book has become the simplest, cheapest and most easily utilisable machine for communicating information. It is the best tool for individual study, a constant and very handy source of knowledge, a store-house of the accumulated wisdom of the ages.

The Unesco's charter of the Book in its preamble says that books remain essential tools for preserving and diffusing the world's store-house of knowledge. It believes that the role of books can be reinforced by the adoption of the policies designed to encourage the widest possible use of the printed word. The constitution of the Unesco calls for the promotion of the free flow of ideas by word and image as well as international co-operation to give the people, of all countries access to the printed and published materials produced by any of them. Books perform a fundamental function in the realisation of Unesco's objectives namely peace, development, the promotion of human rights and the campaign against racialism and colonialism.

Reading Habit

Every one has the right to read. Governments have the responsibility of helping to obliterate the scourge of illiteracy. They should encourage provision of printed materials needed to build and maintain the skill of reading. The producers and distributors of books, for their part have the obligation to ensure that the ideas and information thus conveyed continue to meet the changing needs of the reader and of society as a whole.

The London Declaration, 'Towards a reading society', adopted at the UNESCO World Congress on Books in 1982 declares, we seek a world in which books are more readily available to more people and in which the ability to read and the will and desire to enjoy the fruits of reading are more widely sought by all societies. We seek a world in which there are indeed books for all, but one also in which all can read, and all accept books and reading is a necessary and desirable part of daily life. We look forward not merely to a literate world but towards a Universal reading society. Reading habits have to be inculcated from the very childhood. At home, story-telling has been a tradition in many parts of India and this has helped comprehension and promotion of the reading habit.

It is very important to note that we cannot fight ignorance and superstition or increase our efficiency or broaden our interests or guard the citadels of our democracy or build the edifice of the "good life", unless we can become an "educated" nation in the deeper sense of the word and for this purpose reading with discrimination and intelligence is a basic condition. The foundations for it must be laid in the schools and the movement should gradually spread upward.

Conclusion

Books by themselves do not fulfil any useful purpose, unless they are put to use. Hence arises the need for providing a channel through which the treasure house of human experience, knowledge and wisdom as are contained in books may be diffused widely. And it is a library which can provide such a channel in promoting the effective utilisation of books and documents. Man is the only animal that can take advantage of the knowledge which has accumulated through the centuries and preserved in books. And the library is the store-house of this accumulated wisdom.

The Library and Mass Communication: A Perspective View

B. Rajagopal*

The Library is one element in the total communication system by which a society is held together and culture is created and maintained. It is a product of cultural maturation. It came into being when societies ceased to be nomadic and became urbanised and when graphic records became important to the effective operation of organised human relations. In short, how man knows and what he knows and the ways in which the knowledge is communicated through the social fabric unit.

Communication is a social phenomenon, and because of its importance to the structure, organisation and behaviour of society as well as the character of individual, it is essential to the study of Librarianship among two or more individuals. Mass communication theory is an area of interest to the Librarian since both mass communication and the Librarian engaged in communication activities. It was also assumed that the Libraries in general are agents of mass communication.

Library has been considered to be the store house of knowledge. The information contained in the books of the Library are nothing but the thought content, knowledge and ideology of great people of different disciplines and different walks of life. Regarding the communication, the word communication is derived from the latin word "communicare" meaning to share.

There is no neat comprehensive definition for communication.

However, according to Oxford English Dictionary it is the 'imparting' conveying or exchange of knowledge, ideas etc., whether by speech, writing or sign. The most comprehensive definition given by W. Warrior and Claude Shannon is the word communication will be used in a very broad sense to include all the procedures whereby one mind may affect another. This involves not only written and oral speech but also music, the pictorial arts, the theatre, ballet, in fact all human behaviour.

Need and Purpose of Communication

Communication is the most essential ingredient of the social system or society. It is invaluable and its need is indescribable. It became one of the essential requirement of both literate and illiterate people. In the past communication took place largely through personal contacts and was informal and unorganised. Today organised systems of communication have become necessary and their scale and complexity is growing enormously since:

- (a) The number of information users increases alongwith output of knowledge and information;
- (b) Science, technology and Industry developing
- (c) Speculation increases while at the same time inter-penetration and inter-dependence of many branches of science also increase;
- (d) Science, technology and Industry increasingly became large scale co-operative activities involving co-operation and coordination of the efforts of people who neither work together nor even know each other.

Characteristics of Communication

In 1909, at the very beginning of the modern era in communication 'cooley' identified four basic characteristics that contribute to the effectiveness of communication system i.e., its expressiveness, the range of ideas or information it is able to carry, the permanence of its record or its effectiveness in overcoming time; its swiftness or its ability to span space or range and its diffusion or availability to all classes of population or society to which it is directed. One of the most significant characteristics of the transition from pre-industrial community to industrial society was the change in modes of communication. In modern society, mass communication diffuse information from a central point in the social structure to all its members, and this information like the rain falls on the just and unjust alike.

Functional Analysis of Mass Communication

The first substantial proposal for a functional analysis of mass communication was given by "LASSWELL". The distinguished three main functions of mass communication are:

1. The Surveillance of the Environment.

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2. The correlation of society in responding to the environment.
3. The transmission of the social heritage from one generation to the next.

However, the two main agents are the sender and the receiver and it might be useful to group the intentions of both parties under headings such as these:

From the Sender From the receiver's viewpoint

- | | |
|----------------|--|
| 1. To inform | 1. To understand |
| 2. To teach | 2. To learn |
| 3. To please | 3. To enjoy |
| 4. To persuade | 4. To weigh and consider before making decision. |

Objectives of the Mass Communication

The objectives of the mass communication are:

1. To stimulate thought and action by interaction with other peoples ideas, knowledge, experience and achievements;
2. To promote continuous awareness what others are doing so that individual workers (or groups) may know of developments in their own special fields, and in wider fields such as discipline or technology;
3. To diminish the probability of duplication of work and to

- secure time and efforts,
4. To provide introduction and background information for work in unfamiliar fields;
5. To provide specific information and data needed for work in hand;
6. To meet, specific requirements of a country's development plans. Which usually include Industrial techniques management, economics, natural resources, science and technology.
7. And finally it is said that it is the achievement of "likeness of mind".

Mass Media

It is generally agreed that the mass media include the cinema, the radios, the press and above all, television. Many authorities also include paperback books which have mass circulation. Some publications have used a statistical yardstick to indicate when the audience or readership becomes 'mass': For example, UNESCO in one publication used the figure of one million (It is of interest that one million people regularly listen to the programme of BBC.)

Suggestions and Conclusion

Various authorities differ profoundly on the possible effect of the media. It is a matter of common sense that in any society that these communication agencies must have

considerable consequences, even if we do not know what they are. The psychological difference between literate and illiterate people is very striking as any one who has lived in illiterate community will witness. The 'Library and communication' are two effective instruments which can help a lot to educate the masses by establishing Libraries and information centres at the village and Mandal levels and to establishing good communication system such as installation of radios, televisions, and audio vision instruments. Apart from all the above programmes like 'Adult Education', 'Compulsory Education' should be implemented effectively. If these are implemented effectively then, there is no difficulty in achieving the target of mass communication.

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INSTITUTE OF BOOK PUBLISHING: A PROFILE

Fulfilling a Promise

The recent unprecedented advances in printing technology have made book production both an art and a science. While technology offers immense scope for publishers of books to discharge their functions more effectively, it has also thrown up certain challenges. Publishing professionals have to keep abreast of technological innovations and obtain fresh insights into the complexities of today's problems. There is also need for increasing communication among those concerned with and interested in publishing.

It was in this context that Mr. O.P. Ghai, Chairman, Sterling Publishers (P) Ltd., had held out a promise on the occasion of the presentation of a festschrift volume to him on his 60th birthday in 1980 that would help in the creation of an organisation for development of Indian publishing which would also provide a forum for publishers and others associated with the world of books to exchange views and share experiences.

The Institute of Book Publishing was established in fulfilment of that promise. Founded in 1986 and registered under Societies Act XXI of 1860 as a non-profit-making organisation, it has as its objectives adoption of measures to provide training, research and development in various areas of publishing stimulation of social thinking and promotion of book culture.

In pursuance of these objectives, the Institute has been conducting training courses, seminars and workshops. Its most important activity is the institution of a Condensed Course for Publishing Professionals from Asia and Africa which has been held regularly since the establishment of the Institute. In its first year in 1987, six students completed a post-graduate Diploma course in Publishing Management. All of them now hold good positions in private and public sector organisations.

The Institute is administered by a Governing Body through a five-member Executive Council. There is also an Advisory Board to guide it in the formulation of policies and programmes. The Board consists of public sector officials, publishers, academicians, educationists, administrators authors, librarians and experts.

Mr. O.P. Ghai, is Chairman of the Institute. He has made a significant contribution to the promotion of publishing at both national and international levels. He is the Chief Executive Officer of the Institute guiding its day-to-day work.

Mr. S.K. Ghai is Vice-Chairman of the Institute. He has 25 years' experience as Managing Director of Sterling Publishers (P) Ltd., and is an expert in book exports. He officiates in the absence of Mr. O.P. Ghai.

Mr. Abul Hasan is Director of the Institute. An expert in book promotion, he has helped in shaping national policies and programmes as Special Officer (Books). He has been a consultant to UNESCO on its book programmes.

Mr. H.L. Luthra is Secretary General of the Institute. He is its principal

administrative officer. He was Joint Director (Administration and Finance) of the National Book Trust.

Inauguration of the Institute

The Institute was formally inaugurated by Mr. R.K. Narayanan, Minister of State for Science and Technology, on January 12, 1988, an event hailed by the entire publishing industry in the country, international agencies and organisations of publishers and distinguished persons in India and abroad. Among the large number of dignitaries who sent greetings and good wishes were Mr. P.V. Narasimha Rao, Minister of Human Resource Development; Mr. I.P. Korovkin, Deputy Chairman, Goskomizdat, USSR; Mr. John Macpherson, Chief Project Officer, Education Programme, Commonwealth Secretariat, London; Mr. J.A. Koutchumow, Secretary General, International Publishers Association, Geneva; Prof. Moonis Raza and Ram Reddy, Vice Chancellors of Delhi University and Indira Gandhi Open University, respectively.

The Institute broke fresh ground when it organised in 1988, for the first time in the country, a seminar on the "Importance of Design in the Production of Books". The seminar was attended by a large number of designers in reputed publishing organisations, practising artists and production personnel. Prof. F.T. Mate, Head of the Department of Design at the University of Science and Technology, Ghana, who was on a study tour of India sponsored by Unesco, acted as a resource person.

The Institute held a three-day seminar on "Promotion and Sale of Books including Sale of Rights" from January 12 to 14, 1988. It was a grand success.

The Institute continues to organise seminars, workshops, etc., with a view to promoting professionalism in Indian publishing. It held a fruitful panel discussion on "Book Reviews and the Media" in which eminent persons from the fields of publishing, journalism and writing took part. Many useful suggestions emerged from the discussion. These related to the role the print and the electronic media could play in promoting books by publishing a greater number of book reviews. Book review editors were urged to spare more space for books published in India.

Most Important Event of the Institute

CONDENSED COURSE FOR PUBLISHING PROFESSIONALS

The Institute organises annually a Condensed Course for Publishing Professionals from Asia and Africa. The course is designed to meet the requirements of participants from India and other developing countries. Almost all important aspects of book publishing, including editing, designing, production, promotion, public relations, marketing, copyright and financial management are covered in the contents of the course.

INSTITUTE OF BOOK PUBLISHING: A PROFILE

The first course, organised in 1988, was attended by 23 participants—four from Malaysia, three from Singapore, one from Bangladesh and 15 from North and South India. The course was inaugurated by Mr. J. Veera Raghavan, Secretary to the Government of India in the Ministry of Human Resource Development.

The second course, held in 1989, was attended by 34 participants—four from Malaysia, one each from Indonesia, Bangladesh, Nepal and 27 from all over India representing private and public sector organisations. The course was inaugurated by Mr. Anand Sarup, Chairman, National Book Trust, India.

The third course, held in 1990, was attended by 32 participants—ten from Malaysia, two from Bangladesh, one each from Sri Lanka, and Tanzania and 18 from public and private sector organisations in India. The course was inaugurated by Prof. S.K. Khanna, Vice Chairman, University Grants Commission. Prof. Yashpal, Chairman, University Grants Commission, also addressed the participants.

Faculty

The faculty for the course is drawn from among persons who are eminently qualified in their respective fields of specialisation and are of proven ability and experience. Mr. Anand Sarup, Chairman, National Book Trust, has described the faculty as a Who's Who in Indian Publishing.

INDIAN PUBLISHING HALL OF FAME

Another important activity of the Institute is the founding of an Indian Publishing Hall of Fame set up in 1987, it represents a simple idea pregnant with socially significant objectives and impact. The idea is to acknowledge, acclaim and honour those who have made outstanding contributions to the promotion of publishing and the cause of book culture in India. The Indian Publishing Hall of Fame is a token of the Institute's resolve to reinforce the striving for standards of excellence and to build and sustain a dynamic momentum for promoting publishing and fostering book culture. This innovative idea and the initiative to implement it were widely welcomed.

Induction into the Hall of Fame, is not restricted to those directly engaged in the production and marketing of books. The scope of the idea and the operational plan extend to men and women who have in diverse ways contributed to the wider sphere of book culture: educationists, literary men, journalists, librarians, statesmen and others. Induction is not confined to those living among us.

The persons selected for the honour during the previous three years are:

1987

1988

1989

Dev Raj Chawla (UBS)

D.N. Malhotra

S. Pritam Singh

P. Lal (Writers' Workshop)

(Hind Pocket Books)

(Navyug Prakashan)

Sahitya Pravartak Cooperative
Society, Kottayam (An Institution)

Shankar Pillai (CBT)

Krishna Chandra Beri
(Hindi Pracharka
Pustakalya)

Jawaharlal Nehru

S.R.

Sadanand Bhatkal
(Popular Prakashan)

K.M. Munshi

Ranganathan

Lala Sunder Das
(Lyall Book Depot)

M.N. Rao

B.V. Keskar

Posthu-

B.S. Kesavan
(National Library Calcutta)

D.R. Manekkar

G.A. Natesan

mous

Om Prakash

Shyam Lal Gupta } Posthumous

The selection procedures have been built around a community of independent experts. Selection of the inductees made by a Board chaired by Dr. L.M. Singhvi, the eminent jurist. The present members of the Board are: Mr. T.N. Chaturvedi, President, Authors Guild of India; Dr. Mulk Raj Anand; Dr. Amrik Singh; Mr. B.R. Nanda; Dr. Kapila Vatsyayan; Mr. Krishan Kumar, President, Indian Library Association; Mr. J.P. Das; Ms. Amrita Pritam; Mr. Vishwa Nath; and Mr. O.P. Ghai, as Chairman of the Institute.

Other activities of the Institute

The Institute has set up an *Oriental Literary Agency* to promote the sale of translation rights, co-publication and other subsidiary rights of Indian publications at home and abroad.

It has also constituted an *India International Book Development Board* to boost exports of Indian books. The Board is to suggest measures for this purpose and organise participation in international book fairs on a cooperative basis.

The Institute has set up a *Book Lovers Club* and proposes to publish for its members and other, literary works in handy editions and make them available at reasonable prices.

In order to promote English translations of meritorious Indian language works so that they reach a wider audience in the country and abroad, the Institute has instituted an Award which will carry, besides a citation, a plaque and a cash amount of Rs. 5,000. It will be given for outstanding translation.

Book Culture Day

The Institute of Book Publishing actively participates in all book promotion activities, observes *Book Culture Day* on October 1 every year and is celebrating International Literacy Year with a poster which has been distributed all over India and displayed at bookshops, publishers' premises and other places, like clubs and hotels, which are visited by a large number of people.

INSTITUTE OF BOOK PUBLISHING A PROFILE

3rd Condensed Course for Publishing Professionals from Asia and Africa Organised by Institute of Book Publishing, New Delhi

Publishing professionals from Africa and several Asian countries, including India, met together in New Delhi in August to discuss problems facing the publishing industry in the region in the wake of its phenomenal growth in recent times. They were attending a week-long training course, the third in a series, sponsored by Institute of Book Publishing.

Inaugurating the course, Prof S.K. Khanna, Vice-Chairman, University Grants Commission, stressed the role of publishing in the educational, economic and social progress of developing countries. Publishing today was facing a serious challenge, he said, from the video and audio media, but these had their limitations, and could not hope to replace the book. India, with its numerous universities, colleges and schools, he added, offered vast scope for publishing books. Publishers in cooperation with authors could play a vital role in meeting the requirements of the country's ever-growing reading population. Authors were thus as important a factor as publishers in promoting education.

Prof. Yash Pal, Chairman of the University Grants Commission, observed that publishing was passing through an exciting time. Electronic technology, while opening new vistas of spreading knowledge, could also make us its slaves. While we could not hope to do without this sophisticated technology, we must remain aware of its dangers. Unlike the book, it spread information but not wisdom.

Mr. O.P. Ghai, Chairman of the Institute of Book Publishing, in his welcome address read out in his absence due to illness by Mr. S.K. Ghai, Vice-Chairman of the Institute, underlined the importance of professionalism in publishing.

He was happy to say that for the first time there was one participant from Africa also. The response of the participants and their sponsors as they had expressed appreciation of the high standard of the course and its relevance and usefulness to their job requirements.

The response to the 3rd Condensed Course, he said, had been equally overwhelming. One candidate from Africa and one from Sri Lanka had been sponsored by the Commonwealth Foundation, London. The usefulness of the course could also be judged by the fact that the Malaysian government had asked the Institute to design a special course for its officials in the Textbook Division.

The formation of an Association of Scholarly Publishers and an Afro-Asian Book Council would promote further interaction between Asian and African Publishers making the course more meaningful.

Mr. Abul Hasan, Director of the Course, outlined its scope of dimensions.

INSTITUTE OF BOOK PUBLISHING

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INDIAN PUBLISHING HALL OF FAME

Nomination for 1990

The Indian Publishing Hall of Fame was set up more than three years ago by the Institute of Book Publishing with a view to paying deserving and permanent tribute to those who have made a real success of the publishing profession and/or have made outstanding contributions to the promotion of publishing and book culture in India.

The persons selected for the honour during the previous three years are:

1987

Dev Raj Chawla (UBS)
P. Lal (Writers' Workshop)

Sahitya Pravartak Cooperative
Society, Kottayam (An Institution)
Jawaharlal Nehru
K.M. Munshi
M.N. Rao
D.R. Mankekar

} Posthumous

1988

D.N. Malhotra (Hind Pocket Books)
D. Mehra (Rupa & Co.)
Shankar Pillai (CBT)
S.R. Ranganathan
B.V. Keskar
G.A. Natesan

} Posthumous

1989

S. Pritam Singh (Navyug Prakashan)
Krishna Chandra Beri (Hindi Pracharka
Pustakalya)
Sadanand Bhatkal (Popular Prakashan)
Lala Sunder Das (Lyall Book Depot)
B.S. Kesavan (National Library Calcutta)
Om Prakash
Shyam Lal Gupta } Posthumous

MODE OF SELECTION

The selection is made from proposals for nominations received from various quarters concerned with the world of books: publishers, booksellers, educationists, and book lovers in general. Nominations are made on a prescribed form. Each nomination is to be made on a separate form. Additional forms, if needed, may be xeroxed or obtained from the Institute of Book Publishing.

Normally one person is selected from each of the following four categories:

1. PROMOTION OF PUBLISHING INDUSTRY
3. PROMOTION OF BOOK CULTURE

2. BOOK PUBLISHING
4. BOOK DISTRIBUTION

In making the selection, however, contributions made by the nominees in fields other than those of their specialisation are also taken into consideration. Outstanding publishers and book lovers who are no longer with us are also eligible for consideration for induction into the Publishing Hall of Fame. The final selection of inductees into the Hall of Fame is made by a Selection Board chaired by an outstanding jurist and comprising eminent publishers, reputed educationists, distinguished academicians and outstanding authors who have had a long standing in their respective fields and who are highly respected for the maturity of their judgement. Please fill in the nomination form overleaf for 1990 and return the same by December 30, 1990.

INDUCTION CEREMONY

The selectees are inducted into the Hall of Fame at a solemn ceremony held in Delhi.

O.P. Ghai
Chairman

Abul Hassan
Director

S.K. Ghai
Vice Chairman

INDIAN PUBLISHING HALL OF FAME

1990

Form for Nomination

The Chairman
Institute of Book Publishing
Sterling House
L-10, Green Park Extn., New Delhi-110016

I propose the following individual/institution for induction into Indian Publishing Hall of Fame.

Name _____

Designation/Profession _____

Publishing House/Other organisation, if any _____

Address _____

City _____ State _____

I nominate the aforementioned individual/institution into Indian Publishing Hall of Fame for his contribution to:

- | | |
|-------------------------------------|----------------------|
| 1. PROMOTION OF PUBLISHING INDUSTRY | 2. BOOK PUBLISHING |
| 3. PROMOTION OF BOOK CULTURE | 4. BOOK DISTRIBUTION |

I base my nomination on the following outstanding contribution made by the aforementioned individual/institution. (Please provide as much information as possible)

Nomination submitted by: Name _____

Designation _____

Address _____

City _____ State _____

Phone _____

Deadline for entries: December 30, 1990

OUR PUBLICATIONS

1.	Aerial Photographs in Landuse and Forest Surveys Tomar, MS & Maslekar, AR	US\$ 40
2.	Bibliography on Teak Tectona Grandis Linn F. (2,900 references all over the world) Krishnamurthy, AVRG	US\$ 100
3.	Descriptive List of Trees, Shrubs, Climbers and Economic Herbs of Northern and Berar Forest Circle, Central Province Witt, Do	US\$ 11
4.	Foresters Companion (Indian Forestry Handbook) 2nd Ed. Reprint '90 Maslekar, AR	US\$ 40
5.	Forest Management Mathur, VP	US\$ 25
6.	Forestry in National Development (Study of Forest Tribes) Tewari, DN	US\$ 35
7.	Hydrological Measurements for Watershed Research Wasi Ullah & others	US\$ 35
8.	Insect Inter-relations in Agro Ecosystems Editors: Sen-Sarma, PK and others	US\$ 40
9.	Managing The Forests Maslekar, AR	US\$ 25
10.	Pteridophytic Flora of Garhwal Himalaya Bir, SS and others	US\$ 20
11.	State Trading in Forest Produce in India Tewari, DN	US\$ 17
12.	Soil Conservation in India Gupta, RK and ML Khybri	US\$ 60
13.	Brahmakamal and its Allies-1988 (Saussurea the Genus) Hajra, PK	US\$ 50
14.	Compilation of Plant Records-1989 BP Uniyal & D Basu	US\$ 20
15.	Flowering Plants of India, Nepal & Bhutan-1990 (Not Recorded in Hooker's Flora of British India) HB Naithani	US\$ 200
16.	Forestry Land Evaluation-1990 S.P. Singh & Dr. Anil Berry	US\$ 25
17.	Insect Inter-relations in Agro Ecosystems Sen-Sarma, PK & others	US\$ 50
18.	Sunderbans Mangrove-1989 (Ecology & Wildlife) Chaudhuri, AB & Kalyan Chakrabarti	US\$ 50

FORTHCOMING

1. **Plant Viruses and Mycoplasmas in India**
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About the Author



O.P. Ghai is known for his speaking and communication abilities. He has travelled widely at home and abroad addressing seminars and conventions on educational and cultural themes. He has had a rich experience of life and letters as a teacher, writer and founder editor of *Life & Outlook*, a journal devoted to successful living. He

believes in the power of the individual to shape his own destiny and that of society. A publisher by profession and a believer by faith in the fundamental unity underlying the great living religions of the world, he has sought to promote religious co-existence through the written as well as the spoken word.

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THE JAPJI

O.P. GHAI

From the Foreword by J.S. Neki

JAPJI is a profound liturgical text which the Sikhs of all denominations recite in the pre-dawn ambrosial hours. It is the opening text of *Guru Granth Sahib*, the holy Sikh scripture. *Jap* means meditation. This is what this text is meant for. Thoughtful repetition of it over a length of time would so metamorphose the practitioner's mind that it opens out in receptivity to the Supreme Reality.

This exalted text delves into cosmogony, defines the sustenance of the world through moral forces, unfolds the great Laws relating to cosmic evolution as well as devolution, describes the path of spiritual ascent and introduces the practitioner to the various well-defined stages of this ascent culminating into realisation of the Divine.

The unique and distinctive Sikh monotheism has been expounded in it, not in the manner of

a philosophic treatise, but in the form of highly inspired poetry characterised both by lyrical charm and by aphoristic quality. It is an exquisite piece of literature with intimate experiential texture and subtle linguistic finesse, that make it a complex religious text which has posed a great challenge to any one attempting to translate it into any language.

Shri O.P. Ghai, in the translation that he has put into our hands, has set himself a rather modest objective. He just wished to render this text into simple English.

In this he seems to have amply succeeded. Although the product has turned out to be a mixture of translation and exposition, rather than a straightforward translation, it has in so doing—acquired a distinctive charm of its own. The translator seems personally to be standing between the text and the readers, stressing now this, and now that particular point. Comments of this nature are intended to clarify some complex expressions or dilate on certain others to make them more intelligible.

Shri O.P. Ghai is an author of experience. His quest quartets—*Quest for Excellence*, *Quest for Inspiration*, *Quest for Development*, and *Quest for Achievement*—as also his much translated boom, *Unity and Diversity*—testify to not only his linguistic ability, but also his spiritual leanings, both of which are so essential for a translation of this text.

It is hoped that this translation will make a useful addition to the array of leading existing translations of Japji.

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You have in you an inner power to accomplish excellence in any field of human endeavour. Once you make up your mind to do a thing, nothing can stand in your way. This power will help you in improving yourself and achieving happiness and peace of mind.

Prayers from different religions and prayers by successful men who have helped others in times of stress and strain have had a special fascination for the author. They revealed the true human values which inspired him to lead a fuller life through right living and right thinking.

The author believes that this golden treasury of prayers which has inspired people from all walks of life for over five thousand years will come to you as a refreshing breeze to uplift your spirits and lend a purpose and significance to your life.

In sifting and compiling these gems of wisdom from the few thousand books read by him, the author's aim has been to share with you the essence of a lifetime's study which has given him guidance, happiness and peace of mind. It will give him immense pleasure to know that the book has served its purpose.

Life is not a game of chance. Life is what you make of it. You will, of course, need a friend, guide and philosopher to see you through the vicissitudes of life, triumphantly. Books could help you. Hundreds of them have been written on the art of living from different points of view. But you do not have the time and, maybe, the inclination to read them all. In collating and compiling this treasury of verse and prose the author has been chiefly guided by the works of men who have led successful lives themselves while helping others in times of stress and strain, and shown a concern for the essential human values. His aim has been to provide help in and inspiration for leading a fuller life, promoting right thinking and right living.

From personal experience he has learnt that inspirational poems and passages always do one of two things. They either free you from the worries haunting you, or give you the strength and courage to meet them as they come. This is what you want to learn to be able to lead a meaningful life and this is what you will learn from this book.

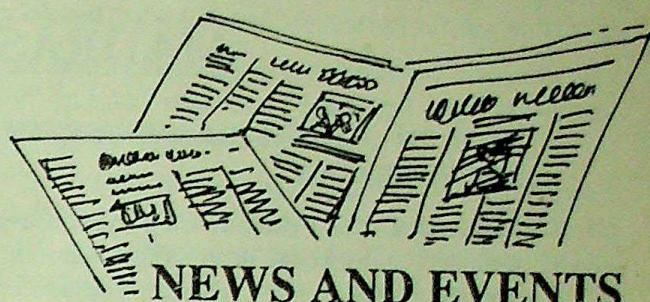
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—K.R. Srinivasa Iyengar

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NEWS AND EVENTS

Books for 'Neo-literates' Awarded

The Minister of State for Human Resource Development Mr. Chiman Bhai Mehta gave away awards to State Resource Centres for books for Neo-literates recently. The awards were instituted by the National Book Trust with three prizes of Rs.10,000, Rs.5,000, and Rs.3,000 as first, second and third positions respectively.

Ranganathan - Kaula Award for the Year 1988

Dr. Venkatesh Annappa Kamath, most popularly known as Dr. V.A. Kamath, has been selected for Ranganathan Kaula Award for the year 1988, in recognition of his outstanding services to the cause of information science and micrographics.

Considering his significant and outstanding contributions to the profession, Prof. Kaula Endowment for Library and Information Science has been pleased to award Ranganathan and Kaula Medal and Citation for the year 1988.

Prof. Kaula Award for the Year 1988

Prof. Jean Meyriat, Secretary General, International Committee for Social Science Information and Documentation, Paris, has been selected for Prof. Kaula Gold Medal and Citation for the year 1988, in recognition of his outstanding services to the cause of library and information science.

Prof. Kaula Award for the Year 1989

Prof. Shizuo Fujiwara of Kanagawa University, Japan has been selected for Prof Kaula Gold Medal and Citation for the year 1989, in recognition of his outstanding services to the cause of library and information science.

Assam Honour to Dr. Kapila Vatsyayan

The Assam Government's annual Sankardev award for contribution to creative art, culture, literature and journalism will go to Dr. (Mrs.) Kapila Vatsyayan, scholar and administrator this year.

Seminar on "Greater India Outside India"

Institute for Oriental Study, Thane is going to organise a seminar on "Greater India Outside India" on 27th April, 1991 at Golden Times, Golden Palace Hotel, Thane. The Seminar programme will include special lectures, reading of papers and free communication. The deadline to receive the abstracts of the papers is 31st December, 1990 and for papers it is 31st January, 1991. Further information can be had from:

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Palm Leaf Manuscript Found

A sheaf of 25 palm leaf manuscript written by Veeramamunigal; a Spanish missionary who contributed immensely to the development of Tamil, has been located at the Oriental Manuscript Library in Madras.

Sanskrit Awards

The Uttar Pradesh Sanskrit Akademy has conferred the Vishwa Sanskrit Bharati Award of Rs.1 lakh each on two eminent scholars, Acharya Ram Prasad Tripathi and Mr. Jeevannay Tirth.

Award for Pune Researcher

Prof. P.K.H. Kulkarni, a researcher on ayurveda at Pune University, has become the first Indian to be honoured with Pax Mundi Fellowship Award. The award was instituted recently by the Open International University for Complementary Medicines. A special ceremony will be held in September at Perth, Australia to confer the award.

Institute for Indian Thought Mooted

The department of culture proposes to set up an institute for higher studies in Indian thought with emphasis on Vedantic studies leading to M. Phil. and Ph.D. degrees. The institute is to be named.

Telugu University Award to Dr. Velaga Venkatappaiah

Our Libraries and Research Centres a book in Telugu on the famous libraries and research centres in India and particularly in Andhra Pradesh, was awarded by Telugu University as the best book published in Telugu in non-literary forms for the year 1989. This award includes a cash prize of Rs.3,000, certificate etc.

In a special function presided over by Dr. C. Narayana Reddy, Gyan Peeth Award Winner and Vice Chancellor Telugu University, His Excellency Shri Krishna Kanth, Governor of Andhra Pradesh awarded and felicitated Dr. V. Venkatappaiah.

Earlier Dr. V. Venkatappaiah was awarded by the Government of India, Andhra University, Southern Languages Book Trust and Andhra Pradesh Sahitya Academi, for the contribution of his work in Public Libraries, adult education and literature.

India's Kerala Sastra Sahithya Parishad has won the \$30,000 King Sejong prize of UNESCO for its efforts to eradicate illiteracy from Kerala.

Organisations from China, the Dominican Republic, France, and Cape Verde also won UNESCO's international literacy prizes for 1990. The awards were presented by UNESCO's Director-General Mr. Fedrico Mayor in Geneva on September 8, The International Literacy Day.

The organisations were singled out for the strong link between literacy, vocational training and income-generating in their programmes.

The Kerala Sastra Sahithya Parishad (KSSP), Trivandrum, began in 1962 as a voluntary science popularisation movement. Its efforts are currently focussed on removing illiteracy from Kerala as a follow-up of its successful efforts in making the Ernakulam district in the state fully literate, a UNESCO release said.

The King Sejong prize, offered by South Korea, is named after the King who, 550 years ago, made an outstanding contribution to literacy, through the creation of the simplified "Hangul" alphabet.

The 5,000 rouble (approx \$7,000) The Nedezhda Khrupskaya prize went to the people's government of Xiping country in Henan province, China, for its sustained efforts over many years to reduce illiteracy among the 750,000 inhabitants of the country; where the living and educational standards of its rural population were very low.

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The Dominican Republic's Universidad Central del Este (UCE) received the \$5,000 International Reading Association Literacy award, for its outstanding performance in the formulation of programme objectives, in coverage and mobilisation of university students for its adult literacy programme and in evaluation activity, irrespective of political change.

The Noma prize, worth \$10,000 goes to the institute of the brothers of the Christian schools, whose members devote their lives and work to the education and cultural development of children, young people, disadvantaged adults of all social conditions. The institute, which originated in France over three hundred years ago, now runs around 1,200 educational establishments in 81 countries.

The \$10,000 Iraq literacy prize, was awarded to the General Directorate of non-formal education of Cape Verde. The directorate has succeeded in bringing down the illiteracy rate to 33.5 per cent from over 60 per cent in 1974.

Honourable mentions were also made, of six organisations or associations and one individual, active in the field of literacy in Cameroon, Peru, the Netherlands, Nigeria, Thailand, Benin and Bangladesh, according to a UNESCO release here.

Soviet Books to Cost More
Soviet books and periodicals valued as inexpensive classic literature will now be costlier.

"Political and economic freedom has changed the concepts of book publishing in Russia. Earlier, while the books were very cheap, the number of books sold were limited. Now the idea of cost-effectiveness has stepped in and publishing is moving from mass appeal to class appeal," said Mr. S.M. Mordvinkov, assistant trade commissioner for the Soviet Union in India.

Greater emphasis will now be placed on illustrations, research, language and idioms used in our science, history and literature books, he added, speaking at a press conference recently.

Representing V/o Mezhdunarodnaya Kniga, the sole exporters and importers of books, records, films and arts, he specified that a lot of unreleased and previously banned material could now also be made available.

National Library Act Suggested
Mr. Gopal Rao Ekbote, former Chief Justice of the Andhra Pradesh High Court, has appealed to the Central Government to amend the Constitution to transfer the subject of libraries to the concurrent list and enact a National Library Act to create a uniform system of library service throughout the country.

Inaugurating the first national seminar on school and public libraries, organised by the Padmashri S.R. Ranganathan Smarak Samithi, Pune and founders of former Hyderabad Library Association, Mr. Ekbote said that if these amendments were made, the people in remote corners of the country could also avail of the library services.

He regretted that at present the library movement was in a pathetic state as educational institutions and public libraries had been politicised. Those connected with libraries should come out boldly and educate the people and the authorities about the drawbacks in the library set-up, he added.

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Book on 'Missing' Verses of Gita to be Released

The seminar was largely attended by representatives of public and aided libraries, freedom fighters and social workers.

A rare book on the "missing" 45 extra verses in the *Bhagawad Gita* was recently released by the president of Ramakrishna mission, Swami Ranganadhananda, at the annual conference of the yoga brotherhood of America.

The book, *Ancient Bhagawad Gita*, a post-doctoral research by Dr. Vedavyas, a vedic scholar, contains 45 extra verses discovered by him which, he says, had been lost for the last 2,000 years. The present *Bhagawad Gita* contains only 700 verses.

Dr. Vedavyas discovered a very ancient palm-leaf copy of the *Gita* when he made a comparative study with the rare palm leaf manuscripts found in the British museum and at the India office library, London.

Libraries in the country, where students can read books, were ill-equipped, Union Information and Broadcasting Minister P. Upendra said.

The minister was delivering the valedictory address at the seventh Students Book Fair at Express Estates, Madras recently.

There should be a coordinated effort with the government in providing sufficient number of good books to children, he said.

He urged teachers to instil in children a sense of patriotism and devotion to duty. If children were brought up in a proper environment, the unity and integrity of the country would be safeguarded, he said.

He emphasised the need for children to cultivate the reading habit as it 'shaped their lives'.

Indian Overseas Bank Chairman P.S. Gopalakrishnan, who presided, appealed to students to take the initiative in translating some of the well-known books from other languages to Tamil. This would expose them to the literature of other languages in India, he said.

Central University Vice-Chancellor K. Venkatasubramanian suggested book fairs for teachers also.

The Publications Division of the Union Ministry of Information and Broadcasting has decided to publish children's books in Indian languages.

This was announced by Dr. S.S. Shashi, Director of the Division at an authors' meeting recently. According to the new scheme, children's books under 10 different titles will be published, including books on nursery rhymes. A proposal to translate Kannada books into Hindi also has been formulated. The authors will get a royalty of 15 per cent.

Authors who attended the meeting included, Prof. G.S. Siddalingaiah, Prof. L.S. Sheshagiri Rao, Dr. Siddaiah Puranik and Dr. N.S. Lakshminaraya Bhat among others.

Two volumes of Swami Vivekananda's works will soon be published in the Soviet Union.

Ramkrishnamath and mission's general secretary Swami Gahanananda told newsmen recently that the volumes would have a print run of 100,000 copies. The Swami Vivekananda Society of Moscow was very interested in expanding its activities.

Scheme to Translate Kannada Books

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Nayantara Sahgal on Commonwealth Jury

Answering a question, Swami Gahanananda said the mission was also running 1527 educational institutions.

Eminent writer Nayantara Sahgal has been nominated as a member of the jury for the Commonwealth Writers Prize 1990 which will meet in Sydney, Australia next month.

Ms Sahgal is at present in Melbourne to attend the Melbourne writers festival, according to family sources.

The Assam Science Society organised a two-day workshop to evaluate the quality of textbooks on Science and Mathematics published by Assam State Text Book Production and Publication Corporation.

A number of teachers from University, Colleges and Schools besides authors and guardians took part in the two-day workshop.

After two days of discussion the workshop made some recommendations for improvement of quality of science education and textbooks in the State.

The Assam Science Society should initiate fresh discussion on the present school syllabii with the aim of making it more meaningful and acceptable.

A number of Soviet books on Indian history and culture including a research study on *The Mahabharata*, are ready for publication this year.

Svetlana Neveleva, an Indologist from Leningrad, has written a book, *Problems of Studies of the Mahabharata in the USSR* based on several years of research.

In her book she outlines the results of *Mahabharata* studies by Soviet scholars, gives a comprehensive description of the latest achievements in Soviet Indological epic studies, theory of poetics and composition of *The Mahabharata*.

Work on the translation of the epic has been going on in the Soviet Union for over 20 years now.

The SGPC has decided to obtain photostat copies of all record pertaining to Sikh history from the National Archives. Mr. Nahar Singh Grewal, a Sikh scholar, has been authorised to pursue the case.

At its first meeting held after a long time the SGPC Sikh History Board issued a stern warning to all institutions, research scholars and publishers not to publish any derogatory contents against the Sikh "traditions and thoughts."

The meeting decided to publish a book on Sikh history from 1849 to the present day in three volumes. A committee headed by Dr. Sangat Singh was constituted for this purpose. The meeting also decided to publish the entire work of the late Mr. Kapur Singh, I.C.S., a basic belief of Sikhism, in English and Hindi for non-Punjabis and a history of all historical gurdwaras.

The Tamil Book Publishers-Sellers Association has urged the state government to ensure that all the 5,000-odd high and higher secondary schools have their own libraries and also include a course on library science in their curriculum.

The association, in a resolution, requested the government to hold the annual award distribution function for the best Tamil books on the

Text Books Need Full-Scale Editing

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Experts Meet on Bank-aided Books Project

Tamil New Year's day. The government should also issue orders for the purchase by libraries, of copies of the award-winning books. The publishers also should be honoured with 'Kalaimamani' award.

The association, while expressing concern over the steep hike in postal tariff, called for grant of concessional rates for books despatched by rail. The road transport operators should also extend similar concessional rates.

Prof. A.M. Paramasivanandam, president of the association, presided.

Book publishers, policy makers and consumers recently met to devise ways to utilise the huge grant offered recently by the World Bank to strengthen technical education for polytechnics in India.

About 25 senior bureaucrats from the Government of India, including the project incharge, Prof. S.K. Srivastava and officials from the Directorate of Technical Education, Ministry of Human Resource Development and members of the Federation of Indian Publishers participated in the discussions.

The World Bank has reportedly offered about Rs.12 crore aid for the project for which an equal amount had been sanctioned by the Government of India.

The project is to run in two phases and the first part (1990-97) is likely to cover the states of Bihar, Gujarat, Karnataka, Kerala, Madhya Pradesh, Orissa, Rajasthan and Uttar Pradesh while other states would come in the second phase (1991-98).

The Information and Broadcasting Ministry has brought out a small book for children on Param Vir Chakra winners of the Armed Forces.

The book, *Our Bravest Warriors*, has been written by military historian, Mr. V. Longer, a former Adviser to the Union Government and author of several books on Defence affairs.

Written in simple English, the stories have been dramatised to make interesting reading for children. Various military operations during which the Param Vir Chakras were won have been described to set the stories in their proper context.

The Education Minister, Dr. Karsandas Soneri, who is also the Chairman of the state Sindhi Sahitya Akademi, has announced prizes for the best books written in Sindhi in the year 1988.

Purvichhot Rahu by Chandra Keswani has bagged a prize of Rs.1,000 in the short story section. Mr. Kamal Pyasi won a prize for *Lahar hik Lukad*.

In the poetry section, N. Kmal Vidayarthi's *Murak Murak Khemana* bagged the first prize of Rs.2,000.

M. Bhagvandas Daulanati's essay "Agat Avas" was awarded the first prize in the essay section. *Parvarish* and *Mood Off* have been selected as the best books.

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The book, which has been authored by Mr. T. Vishwanath a consultant, Mr. S.A. Kerkar of ICICI and Mr. K.V. Kamath of Asian Development Bank, has a foreword by Mr. Vaghul, Chairman of ICICI. It has been priced at Rs.435 per copy and is available at Strand book stall, Fort, Bombay.

Apple Aiming to go into Publishing

Apple Industries Ltd., which recorded a 100 per cent growth in its turnover in 1989-90 compared to that of 1988-89, is actively exploring the areas of publishing and printing business in India with an eye on exports.

Apple Industries recently entered into a collaboration with the Blackwell group of the UK, a 500-million US dollar turnover group engaged in publishing and bookselling. Blackwell group is primarily involved in international publishing retail book selling, international library services and electronic publishing and is recognised as one of the five largest international publishing houses. This collaboration seen by industry experts as a first step by Apple towards its eventual aim of setting up a publishing and printing business in the country.

Apple Industries will be dealing with two of the Blackwell Group's publishing companies—Basil Blackwell Ltd and NCC Blackwell Ltd. Basil Blackwell specialises in publishing titles in business, social sciences and the humanities. The company currently has over 2000 titles in print and has published approximately 350 titles per annum.

NCC Blackwell is engaged in publishing titles relating to information technology as a joint venture with the National Computing Centre of the United Kingdom. NCC Blackwell has a repertoire of 300 titles on its list and adds 50 new titles every year on an average.

The collaboration will allow Apple Industries the exclusive right for local publishing of titles introduced by the two Blackwell companies for the Indian market. It also provides the Indian company with the exclusive rights for distribution of Blackwell's existing and forthcoming titles in Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and the Maldives.

Using the tie-up as a springboard, Apple Industries is also considering the possibilities of setting up an export oriented unit (EOU) catering to technical and scientific typesetting as well as electronic page composition using state-of-the-art knowhow from the British company. There is a strong likelihood of exporting such software to the Eastern Bloc countries.

The collaboration not only covers distribution and publishing rights of Blackwell's titles but will also probably involve a reverse flow from India as Apple is toying with the idea of utilising its export pool of manpower for authoring books, particularly on Unix-based operation, for adding on to Blackwell's international list of titles.

Apple's R & D team, which has over 100 man-years of computing experience, is already in the process of authoring a number of texts for NCC Blackwell Ltd.

India Today has been adjudged Asia's best magazine for 1989, for the second year running. The magazine has also won awards for the best front cover design, besides finishing runner-up for the best use of photography and best written editorial.

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ABHINAV PUBLICATIONS

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Govt to Help Preserve Ancient Medical Books

The awards were presented by the Asia-Pacific World Publishing Congress in Hong Kong on June 28.

The prize-winning cover design was for the magazine's story on Salman Rushdie (March 15 issue). The article "Five years of Rajiv: The promise that failed" (November 15), finished runner-up in the best written editorial category while pictures used with the feature "Of human Bondage" (April 15), were runner-up for the best use of photography.

Chief Minister Veerendra Patil urged Ayurvedic and Unani practitioners to trace and preserve the books written by ancient ayurvedic and unani scholars.

Participating in the silver jubilee celebrations of the Karnataka Ayurvedic and Unani Practitioners Board, Mr. Patil assured all help to unearth the ancient works.

Even as the latest book on regimental history was being released here last evening, there was much concern expressed at the very limited information that is made available to such writers, and that a sense of history seems to be bypassing those in authority.

The occasion was the release of *Valour and Sacrifice—Famous Regiments of the Indian Army* (Allied, pp.289, Rs.150) by Lt-Col. Gautam Sharma (Retd) and the author pointed out that it had taken him 10 years to research the history of as many regiments.

Indian people, no matter how illiterate or pauperised, exercise their franchise in large numbers thereby contributing to the democratic process, noted journalist, Mr. Nikhil Chakravarty said recently.

"The high percentage of voting in rural India compared to the urban areas was because of the involvement of the common people with the freedom struggle and the democratic progress", he said.

Andhra Bank's Chairman and Managing Director K.R. Nayak recently released a book on Jawaharlal Nehru entitled *Towards Better Tomorrow*.

The book highlights, the contribution of the first Prime Minister of India towards national integration, planning and progress. The book was brought out by the Nehru Study Circle which was formed in the bank during the Nehru centenary year to propagate the ideas and message of Pandit Nehru.

Book on Nehru Released

The Rajasthan Youth Association (RYA) will shortly extend its book bank project to help college students in Coimbatore district.

Presently, under the project, books are loaned to students of colleges in Madras, Chengai Anna, North Arcot and South Arcot districts.

Four hundred books will be loaned out to 51 students in three colleges in Coimbatore.

According to RYA Educational Trust chairman Ramesh Dugar, about 1690 additional books have been bought this year. RYA hopes to extend the service to more districts and cover more colleges in the years to come.

The project started in 1964 has helped 23,000 students so far, circulating some 30,000 books. At a time, over 4000 students are in possession of books provided by this project.

SOME HEMKUNT BOOKS

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Book on Yoga in Japanese Released

Indian Yoga has, like many other ancient art and culture and commodities of the country, a good market abroad. European countries, including USSR, Canada and United States have been showing keen interest for the practice of this Indian art of keeping the body and mind healthy and happy.

Japan, the most advanced country-industrially and technologically—in the world today, perhaps, embraced Indian Yoga in a much bigger way. This has been possible due mainly to the untiring efforts of Mr. Jibanananda Ghosh and his wife Karuna, daughter of the late Bayamacharya Bishnu Charan Ghosh.

To make Yoga more accessible to the masses Jibanananda Ghosh has recently written and published a book on Yoga in Japanese language.

Book on Kathakali Released

Vice-President Shanker Dayal Sharma stressed the need for translating the literature of one language into another to help foster national integration.

He said it was ironical that many good literary works of one region were not still understood and enjoyed by others of the same region.

Dr. Sharma was speaking after releasing a book on Kathakali in Hindi written by Dr. Ramachandra Dev of Cochin University.

This is the first time that a book on Kathakali, one of the forms of Indian classical dance and a speciality from Kerala, has been published in Hindi for the benefit of the people of the north.

Another Bestseller in the Offing

After the stupendous success of a book on Micro Economic Theory two young Delhi University students, another team of young boys—Sourabh Rastogi and Shekhar Aiyar—have taken up their pens to write a book on economics. "Our plan to author a book about the National Income and Accounting arose mainly from our own experience while studying the subject in the first year. We realised that though the course was itself well-structured, the means for studying it were chaotic, to say the least," says Sourabh Rastogi. Shekhar Aiyar adds, "The reading list refers the students to more than 13 different sources including various papers published by the RBI etc.

Therefore, this student-duo have now written one single book with the aim of guiding first year students gently but firmly through the maze of National Income Accounting.

Book on Education of Women Released

The Prime Minister, Mr. V.P. Singh released a book on women's education at a simple function.

The book authored by Sushma Kapoor and Namita Unnikrishnan, is based on a study sponsored by UNICEF and the Directorate of Adult Education. It is a study of the impact of the film serial 'Khili Kaliyan' on adult learning women in Delhi. The book calls for a change in the environment in which adult women find, themselves as learners, the authors said.

A book on Indian polity *Whither Indian Democracy* was released in New Delhi recently.

Authored by S.K. Aggarwal from *Economic Times*, the book covers various aspects of the current phase of India polity as well as crucial phases of the pre-independence period.

Book Released

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(INDIA)

Haksar Releases Two Books

The book was released by the noted journalist and editor of Mainstream, Mr. Nikhil Chakravarti who spoke on the importance of adult franchise.

Mr. P.N. Haksar, renowned diplomat, former deputy chairman Planning Commission and presently chairman, Giri Institute of Development Studies released two books dealing with development planning and infant mortality in India at a function in the institute.

The first book *Planning Strategy for a Developing Region* edited by Dr. A.K. Singh, professor at the Giri Institute of Development Studies contains 28 articles on different aspects of development planning in the context of the Eighth Five Year Plan.

The other book *Infant Mortality in Rural India*, a diagnostic study, is authored by Dr. M.S. Ashraf, senior fellow at the Giri Institute of Development Studies.

Book on Swami Ramtheertha Released

Vice President Dr. Shanker Dayal Sharma said that Swami Ramtheertha was a great philosopher and social reformer who greatly contributed towards making the world aware of the dignity of Indian people and the significance of Indian culture.

Releasing a Hindi book on Swami Ramteertha written by Mrs. Indira Swapna the Vice President said Swami Ramtheertha was not merely a spiritual leader but a freedom fighter too as he appealed to Americans to support India's struggle for freedom and for that he had to remain under perpetual vigilance of the then British government.

Releasing the book *Journey of the Soul* by the late Vandemataram Veerabhadra Rao, well known freedom fighter and intellectual from Andhra Pradesh recently, Vice-President Shanker Dayal Sharma said the Vedas inspired freedom fighters like Mr. Rao, who saw in the freedom struggle an opportunity to rebuild society.

He said the social reform movement in India owed a lot to the knowledge and words of wisdom contained in the Vedas. Far from the common belief, the Vedas were more practical and modern than being merely spiritual.

Paying rich tributes to Mr. Rao, he said there were still large areas of knowledge which needed to be explored and used to build a society devoid of exploitation.

The West Bengal Governor, Prof. S. Nurul Hasan said recently that the 21st century was going to be a century of biology because it enabled us not only to understand the world around us but also taught us how to live with nature.

Presiding over a function, organised to observe the 75th year of the Zoological Survey of India, Prof. Hasan said that the Survey could play a very important role in inculcating in the people love for nature.

The Governor released a book entitled *Zoological Survey of India 1916-1990: History and Progress* and opened an exhibition on Zoological activities on the occasion. Besides, the ZSI will bring out a series of publications including Fauna of West Bengal, a colourful pictorial brochure on the Department and a handbook on collection and preservation of animals during its year-long Platinum-Jubilee celebrations.

ZSI Completes 75 Years

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Wheeler H. 1987, Rs. 475.00

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Book on History of State Legislature Released

Governor Bhanu Pratap Singh released the first volume of the "History of Legislature" (Mysore Representative Assembly) recently.

Speaking on the occasion, he said copies of the book should be sent to other states so that they could know that the seeds of democracy were sown not by the British but by an Indian prince. He hoped that as a pioneer in creating democratic institutions, Karnataka would be a model to others.

Chief Minister Veerendra Patil said for him the book was like a dream coming true.

He said the volume would be translated into Kannada.

Mr. Patil felt the history of Karnataka should be re-written as that written by the Britishers was a distorted one.

Legislative Council Chairman D. Manjunath said four volumes of the legislature history would be brought out.

Governor B. Satyanarayana Reddy, released the book *Ramcharit Manas—Jeevan Ke Sang* authored by Pandit Deenanath Shastri, recently.

Addressing a function organised on this occasion, the Governor said that the 'Mahabharat' and the 'Ramayana' were two such important religious epics which had special socio-cultural significance in Indian society.

The Governor said that both these epics inspired people to lead an ideal life. He said that the interesting literature in the form of stories and plays based on the 'Ramayana' and 'Mahabharat' read in childhood left a life-long impact on us.

The Governor said that these epics inspired us to be disciplined and mannered in our day-to-day life.

Book Released

Motilal Banarsi Dass Publishers released their latest publication *Arjuna in the Mahabharata* by Dr. Ruth Cecily Katz, Professor in the Department of Religion, Florida State University, USA, recently at India International Centre, New Delhi. Shri Chimanbhai Mehta, Union Minister of State for Human Resource Development released the book. Dr. Raja Ramanna, Union Minister of State for Defence Production was also present on the occasion.

Shri Som Raj Gupta, lecturer at Kiroli Mal College, Delhi University introduced the book. Talking about the book he said that it had succeeded in bringing out the essentially tragic vision of Mahabharata. Shri Chimanbhai Mehta spoke about the relevance of the Mahabharata in modern times. Dr. Raja Ramanna said that scholarship and criticism had reached scientific proportions with the release of Dr. Katz's book.



GANGA

—Origin and Descent of the River Eternal

Script: Dr. Pushpesh Pant

Photographs: Ashok Dilwali

The Himalaya Range which consists of splendid peaks of incomparable beauty is also the birth place of the Ganga and the many rivers that together combine to form the mighty Ganga that flows majestically through the plains of Northern India. This book gives a fascinating and vivid description of the river which has been revered by both Indians and foreigners since time immemorial. Profusely illustrated, the book is a unique tribute to one of the most important rivers of the world.

GARHWAL HIMALAYA

By Gurmeet and Elizabeth Thukral

Garhwal Himalaya is a much-needed trekker's guide to Garhwal—"the abode of the Gods and of the eternal snows... a land of alpine lakes, thundering waterfalls and hot springs". It provides the vital and essential information necessary for the intelligent trekker to work with. Any special problems that the trekker might face have been noted. The written matter is supplemented with numerous detailed maps and beautiful photographs.

FESTIVE INDIA

Script: Arun Sanon

Photographs: Gurmeet Thukral

This book describes some of the major and minor festivals of India. They are arranged in the order of their general occurrence during the year. It gives a brief yet succinct account of what each festival commemorates before going on to describe the actual festivities themselves. The vivid descriptions along with the many striking photographs make Festive India come alive before the reader's eyes.

INDIRA GANDHI

This anthology deals with fourteen incidents pertaining to the life of Indira Gandhi which not only highlight her personality but will also be a source of inspiration to young people.

BHARAT KE SWATANTRATA ANDOLAN KA ITIHAS (HINDI)

By Dr. Uma Prasad Thapliyal

Merit Prize Winner Manuscript of the competition on 'History of the Freedom Movement' organised by Delhi Administration.

TRIUMPH OF NON-VIOLENCE

By Dr. Ira Saxena, Surekha Panandikar and Nilima Sinha

Freedom movements are not a new phenomenon, nor is the concept of non-violence. However, the concept of a non-violent freedom movement certainly is. This is the story of how the Indians, led by Mahatma Gandhi, one of the most charismatic leaders of the twentieth century, put this revolutionary new concept into practice and succeeded in freeing India from the yoke of British rule.

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Book on Freedom Movement Released

The Vice President, Dr. Shanker Dayal Sharma, urged the freedom fighters to write their memoirs to provide authentic account of India's freedom struggle.

"Freedom fighters, who have themselves suffered during the freedom movement, are the best source of information rather than those who have given a colourful picture of the struggle," Dr. Sharma said while releasing the book *Delhi Aur Azadi* written by Dr. Darmender Nath of Delhi University.

Book on Sardar Patel Released

The Prime Minister, Mr. V.P. Singh, recently released the first of 10 volumes of Sardar Patel's collected works. The volumes contain correspondence, statements, speeches and reports published in several contemporary newspapers.

The Prime Minister described him as an outstanding administrator, a man of courage and vision.

Noted diplomat P.N. Haksar recently released a book *Testament of Faith* authored by Mr. N.K. Krishnan.

In this book, Mr. Krishnan describes the strands of his life from his childhood through to his retirement.

He interweaves details of his personal life through all its vicissitudes with development in the Communist movement and political events in India.

Book Released

A Marathi translation of *The Turning Point: Science and Rising Culture* which summarises the teachings of Dr. Fritzof Capra, the internationally known physicist and author of *The Tao of Physics*, translated by M.B. Ghorpade, a former Bombay University Professor of Psychology, has been released, here. The book tells how the new concepts in physics have brought about a profound change in world view; from the mechanistic conceptions of Descartes and Newton to a wholistic and ecological view, that comes very close to the views of mystics of all ages and traditions.

VP Releases Book on Zakir Husain

The Prime Minister, Mr. V.P. Singh, recently released a book, *Dr. Zakir Husain: A Pictorial Biography*.

Describing Dr. Zakir Husain as an eminent educationist, Mr. Singh said the former President had endeared himself to the people with his qualities. Dr. Zakir Husain's contribution towards national integration was unsurpassed.

The book, written by Dr. Z.A. Nizami, Director, Academic Staff College, Jamia Millia Islamia University, depicts the life-story of the former President through 187 photographs.

Mr. Khushwant Singh's latest book, *Nature Watch*, was released recently at the Maurya Sheraton.

The book is published by Roli Books Private Ltd., and illustrated by Sudhasatwa Basu.

Written in Mr. Khushwant Singh's inimitable style peppered with anecdotes, it is a delightful study of nature in Delhi through the year. There is a separate chapter for each of the twelve months, all profusely illustrated with drawings of the flowers, trees and birds seen in Delhi.

Khushwant's Book Released

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AROUND THE WORLD

Association for Asian Studies Annual Meeting 1991

The Annual Meeting of the Association for Asian Studies will be held, April 11-14, 1991, the New Orleans Marriott will be the site for the 50th Anniversary Meeting of the Association. In conjunction with the annual meeting there will be an exhibition with 100 booths. For details, please write to: Conference Coordinator, Association for Asian Studies, 1 Lane Hall, University of Michigan, Ann Arbor, Michigan 48109.

New Pen Head

Hungarian writer Gyorgy Konrad was elected President of the International PEN Club. The Club has members in over 100 countries.

One Billion Illiterate People Worldwide

Almost one billion people worldwide can neither read nor write, UNESCO General Director, Mr. Federino Mayor said in opening a week-long conference at Geneva on combating illiteracy.

Despite considerable progress made since World War II in providing the world's population with formal schooling, illiteracy remains a challenge to the world's conscience, he said.

British Book Scene

The number of titles published in the UK each year continues to rise remorselessly. According to figures published in *The Bookseller* (23 March) in 1989 there were 61,195 new titles, compared with 56,514 in 1988. They came from 3652 publishers, some 500 more than had produced books in the previous year. It already seems inevitable that these records will be broken yet again in 1990.

Prices too were up, with rises of around 10 per cent on the average price of all books published from July to December 1989 (£18.50 in 1988, £20.45 in 1989), and of 9.3 per cent (from £19.30 to £21.11) on new books (that is, excluding new editions and reprints). Only new fiction showed a fall, in real terms, with a rise of 1.94 per cent (from 10.77 to 10.88) measured against an inflation rate of about 7 per cent at the time.

Changes at the British Council's London Headquarters

There were some important changes at the British Council's London headquarters with the restructuring of its Libraries, Books and Information Division in May.

In place of its three former Constituent Departments - Libraries, Book Promotion and Central Information Service - there are now nine administrative and operational units, whose work covers such areas as book fairs and exhibitions, book aid, information systems and services, overseas books advisory projects and bibliographical information (of which *BBN* will naturally form a part). The reorganisation is designed to increase flexibility, enabling staff to move more freely between units as work requires over the year.

The same month also saw the departure of Ivor Kemp, Deputy Controller of the Division and Director of Book promotion since 1982. Mr Kemp is a well known participant in the international book community, a qualified librarian whose work for the Council over almost twenty-five years has included postings in Israel, Italy, Poland and India, plus a peripatetic two years travelling in the South Pacific and the West Indies for the Ministry of Overseas Development.

What now for Mr Kemp? First there is to be a long-delayed holiday, but then he will be back on the scene and currently plans to retain close links with work in the books field.

**Book Pub World '91, Jacob Javits Convention Centre, New York
January 29-31, 1991**

More than 3100 industry professionals attended the first International Book Publishing Conference and Services Expo, also known as Book Pub World, which was held at Jacob Javits Convention Centre, New York, during April 18-20, 1990.

In recognition of the Book Pub World, New York City Mayor, David N. Dinkins proclaimed the week of April 16-22, 1990 as "Book Publishing Week" in New York City.

Book Pub World '91 will be held in January 29-31, 1991 at the Javits Convention Centre, and promises to be even bigger than the 1990 Show. The economic outlook for book publishing is strong, and Book Pub World will reflect the industry's growth.

Book Pub World is sponsored by *Publishers Weekly* and Cahners Exposition Group, the world's leading exposition organiser and sponsor of the London and Tokyo Book Fairs.

**2nd Tokyo International Book Fair '91
February 20-22, 1991 Makuhari Messe, Tokyo, Japan**

The 1st Tokyo International Book Fair '90 which was held from February 27 to March 1, 1990 at the Tokyo International Fair Ground (Harumi) was a great success. There were 281 exhibitors from 26 countries with 9313 registered visitors.

Organised by Cahners Exposition Japan, Ltd., with the support of leading publishing trade associations, embassies and trade missions, the 2nd Tokyo International Book Fair '91 will be held during February 20-22, 1991 at Harumi - the Tokyo International Trade Center.

The Tokyo International Book Fair brings together overseas and domestic publishers, and related products and services on a scale never before seen in Japan.

There will be over 550 companies participating at the 2nd Tokyo International Book Fair and the total number of visitors is expected to exceed 20,000 professionals.

Participation charges for a 2m deep X 2m wide booth with a Rental Display System are Yen 260,000.

For additional information, please contact:

Prem Behl, President, Exhibitions India, E/6 Defence Colony, New Delhi 110 024.

Tel: 622710/622711; Tlx: 031-74093 BEHL IN.

**London International Book Fair '91
Olympia 2, London, England**

The prestigious London International Book Fair is a major trade event for the national and international book publishing industry. The main

March 24-26, 1991

exhibit at the London International Book Fair is the book, which is either sold in rights form or as a direct sale.

Major exhibitors are publishers of all types, printers, shippers, audio, video cassettes, library suppliers, bookshop shelving, greeting cards and stationery suppliers.

The annual London International Book Fair is a leading event and over 480 exhibitors participated in the recently concluded exhibition. Of these, over 70 exhibitors were from twenty overseas countries.

Over 8000 trade visitors (excluding the public and press) attended the London International Book Fair '90. Around 70 per cent of the trade visitors were publishers and book sellers while around 20 per cent of the visitors came from overseas, mainly from North America and West Europe.

Since 1984 the economic health of the book publishing industry in UK has been stable. However, there is optimism that real growth is not far around the corner in the near future.

Participation charges at the London International Book Fair '91 for a standard 4 square meter shell scheme booth with a stand accessory package are Pounds Sterling 1095 plus V.A.T.

For further information, please contact:

Mr. Prem Behl, President, Exhibitions India, E/6 Defence Colony, New Delhi 110 024.

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Soviet Publishers set up an Association

IPA has long been urging individual Soviet Publishers to set up an Association of Publishers in USSR. This was done on April 17, 1990 in Moscow. The President of the Association of the Soviet Publishers, Mr. Marat V. Shishigin, wrote the following to IPA:

"The Association of Soviet Publishers is an independent, public, professional and creative organisation. 15 publishing houses from all over the country became collective members of the Association.

The Association of Soviet Publishers will pursue the following aims:

- the strengthening of the role and authority of publishers and books in society and the democratisation of production and distribution of printed material;
- the defence and representation of professional, creative, production and economic interests of publishers before State authorities and administrative bodies;
- the development of international cooperation and book exchanges and the dissemination of experience in publishing".

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ANNUAL NUMBER 1991

to coincide with

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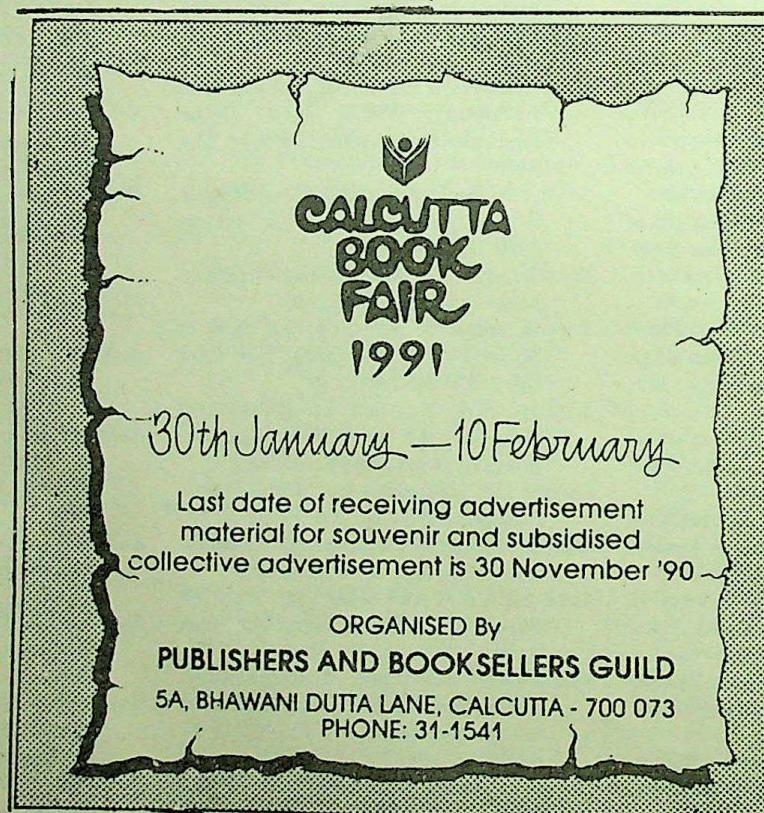
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2. Cedit—Centre for Development of Industrial Technology, D-1 Soami Nagar, New Delhi (India)	201	16. Munshiram Manoharlal Publishers, 54, Rani Jhansi Road, New Delhi-110055	215	31. Hemkunt Press, A-78, Naraina Industrial Area, Phase-I, New Delhi-110028 (India)	7010		
3. Ajanta Publications (India), 1-U.B. Jawahar Nagar, Bungalow Road, Delhi-110007 (India)	202	17. Hind Pocket Books, G.T. Road, Shahdara, Delhi-110032	216	32. Children's Book Trust, 4, Bahadur Shah Zafar Marg, New Delhi-110002 (India)	7011		
4. Prentice Hall of India Pvt. Ltd., M-97, Connaught Circus, New Delhi-110001 (India)	203	18. Bhartiya Vidya Prakashan, 1-U.B. Jawahar Nagar, Bungalow Road, Delhi-110007	217	33. Eastern Book Company, 34, Lal Bagh, Lucknow-226801 (U.P.) (India)	7012		
5. Oxford & IBH Publishing Co., 66, Janpath, 2nd Floor, New Delhi-110001 (India)	204	19. Krishnadas Academy, Chowk (Chitra Cinema Building), Post Box No. 1118 Varanasi-221001	218	34. Navarang Publishers & Booksellers, RB-7, Inderpuri New Delhi-110012 (India)	7013		
6. Amerind Publishing Co. Pvt. Ltd., 66, Janpath, 2nd Floor, New Delhi-110001 (India)	205	20. S. Chand & Company, P.O. Box 5733, Ram Nagar, New Delhi-110055	219	35. Sultan Chand & Sons, 23, Darya Ganj, New Delhi-110002 (India)	7014		
7. Asian Educational Services, C-2/15, SAD P.O. Box. 4564, New Delhi-110016 (India)	206	21. ESS ESS Publications, 4837/24, Darya Ganj, Ansari Road, New Delhi-110002 (India)	7000	36. Mukul Prakashan, J-2, Kailash Colony, New Delhi-110048 (India)	7015		
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12. Bishan Singh Mahendra Pai Singh, 23-A, Connaught Place, Dehra Dun, P.B. No. 137 (India)	211	26. Naresh Publishers, 1526, Sagar Market, 1st Floor, Nai Sarak, Delhi-110006 (India)	7005	41. Cosmo Publication, 24-B, Ansari Road, New Delhi-110002 (India)	7020		
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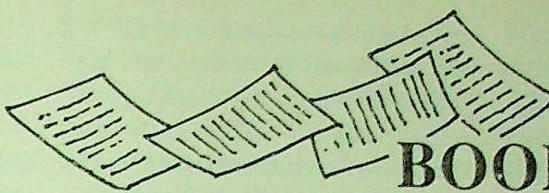
45.	Ashish Publishing House, 8/81, Punjabi Bagh, New Delhi-110026 (India)	7024	61. Himalaya Publications , Pooja Apartment 4-B, Marailal Street, Ansari Road, Darya Ganj, New Delhi-110002 (India)	7041	67. Panchsheel Prakashan , Film Colony, Chaura Rasta, Jaipur-302003 (India)	7056
46.	Oxford University Press, 2/11, Ansari Road, Darya Ganj, P.B. No. 7035, New Delhi-110002 (India)	7025	62. Ammol Publications , 20, New Layaipur Extension, Delhi-110051 (India)	7042	78. Ananda Book Depot , Educational & Children's Book Publishers, 1756, Opp. Balahanuman, Gandhi Road, Ahmedabad-380001 Gujarat (India)	7057
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48.	Radiant Publishers, E-155, State Bank of India Bldg., Kalkaji, New Delhi-110019 (India)	7027	64. Atma Ram & Sons , Post Box. 1429, Kashmere Gate, Delhi-110006 (India)	7044	80. Theosophical Publishing House, C/o Theosophical Society, Adyar, Madras-600020 (India)	7059
49.	Rajpal & Sons, Kashmere Gate, Delhi-110006 (India)	7028	65. Printwell Publishers , C-123, Mangal Marg, Bapu Nagar, Jaipur-320015 (India)	7045	81. Sri Aurobindo Society , Pondicherry-605002	7560
50.	B.P.B. Publications, 4794/23, Bharat Ram Road, Darya Ganj, New Delhi-110002 (India)	7029	66. Associated Publishing House, New Market, Karol Bagh, New Delhi-110005 (India)	7046	82. Indian Standards Institute , Manak Bhawan, 9, Bahadur Shah Zafar Marg, New Delhi-110002	7561
51.	Sri Satguru Publications, 1st Floor 40/5, Shakti Nagar, Delhi-110007 (India)	7030	67. Seagull Books , 26, Circus Avenue, Calcutta-700017 (India)	7047	83. Lancer International , Post Box No. 3802 New Delhi-110049	7562
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56.	Daya Publishing House, 1302, Vaid Wara, Nai Sarak, Delhi-110006 (India)	7035	72. Election Archives , CA/33, Tagore Garden, New Delhi-110027 (India)	7052	88. Kavyalaya Publishers , 43, 2nd Main Jayanagar, Mysore-570014	7067
57.	Sage Publications (India) Pvt. Ltd., P.B. No. 4215, Delhi-110048 (India)	7036	73. Divine Life Society , P.O. Shivanandanagar, Distt. Tehri, Pin-Code-249122 Garhwal, U.P. (India)	7053	89. Pankaj Prakashan , Lawrence Road, Delhi-110035	7068
58.	Purvodya Prakashan Pvt. Ltd., 7/8, Darya Ganj, New Delhi-110002 (India)	7037	74. Tamilnad Printers & Traders Pvt. Ltd. , 328, G.S.T. Road, Chromepet, Madras-600044 (India)	7054	90. Oriental Books Reprint Corporation, P.B. No. 5715, 54, Rani Jhansi Road, New Delhi-110055	7069
59.	Little Prince Publications Pvt. Ltd., KMC VIII/568, Theppil, Lal Bahadur Shastri Road, Kottayam-686001 (India)	7038	75. Classical Publishing Co. , Indological Publishers and Booksellers, 28, Shopping Centre, Karampura, New Delhi-110015 (India)	7055	91. Ratna Sagar Pvt. Ltd. , A-8, Mukherjee Nagar, Commercial Complex, Delhi-110009	7070
60.	Somaiya Publications Pvt. Ltd., F-6, Bank of Baroda Building, Parliament Street, New Delhi-110001 (India)	7039	76. Vani Prakashan' , 4697/5, 21-A, Darya Ganj, New Delhi-110002 (India)	7056	92. Shree Publishing House , 10149, Katra Chhaju Pandit, Opp. Filmistan Cinema, East Park Road, New Delhi-110005	7071
					93. ABS Publications , 27, First Floor, Modern Market, N.G. Road, Jalandhar City-144001	7072
						111.

94.	Saraswati Vihar, G.T. Road, Shahdara, Delhi-110032	7073	112. Indira Gandhi National Open University, YMCA Cultural centre, Jai Singh Road, New Delhi-110001	7091	130. Mandira, 16, Southern Avenue, Calcutta-700026 (India)	85010
95.	K.P. Bagchi & Company, 286, B.B. Ganguli Street, Calcutta-700012	7074	113. Commission for Scientific & Technical Terminology, M/O Human Resource Development, Government of India, New Delhi-110066	7092	131. Delhi Library Association, P.B. No. 1270, C/o, Hardinge Public Library, Queen's Garden, Delhi-110006 (India)	85011
96.	Hindustan Publishing Corporation, 6-U.B., Jawahar Nagar, Delhi-110007	7075	114. Prema Pirasuram, 35, Arcot Road, Madras-600024	7093	132. Biblia Impex Pvt. Ltd., 2/18, Ansari Road, Darya Ganj, New Delhi-110002 (India)	85012
97.	Intellectual Book Corner, 23, Darya Ganj, Pratap Gali, New Delhi-110002	7076	115. Vision Books, C-36, Connaught Place, New Delhi-110001	7094	133. Society of Servants of God, Yashwant Place, Satya Marg, Chanakyapuri, New Delhi-110021 (India)	85013
98.	Govindram Hasanand' 4408, Nai Sarak, Delhi-110006	7077	116. Lancers Books, 46, Ajit Arcade, New Delhi-110048	7095	134. Jupiter Publishers, C-157, East of Kailash, New Delhi-110065 (India)	85014
99.	Subodh Publications' 2/38, ansari Road, Darya Ganj, New Delhi-110002	7078	117. Kalyani Publishers, 1/1, Rajinder Nagar, Ludhiana-141008	7096	135. Narosa Publishing House, c, Community Centre, Panchsheel Park, New Delhi-110017 (India)	85015
100.	Dey's Publishing, 13, Bankim Chatterjee Street, Calcutta-700073	7079	118. Saroj Prakashan, 646, Katra, Allahabad-211002	7097	136. Books & Books, C-4-A/20A, Janakpuri, New Delhi-110058 (India)	85016
101.	Chowkhamba Sanskrit Series Office, K-37/99, Gopal Mandir Lane, Post Box No. 1008, Varanasi-221001	7080	119. Mittal Publications, B-2/19-B, Lawrence Road, Delhi-110035	7099	137. Interprint, Mehta House, 16-A, Naraina-II New Delhi-110028 (India)	85017
102.	Nag Publishers, 11A/UA, Jawahar Nagar, Delhi-110007	7081	120. Sawan Publications, Sawan Cottage, F-239, Pandav Nagar, Patparganj, Delhi-110092 (India)	85000	138. New Light Publishers, B-8, Rattan Jyoti, 18, Rajendra Place, New Delhi-110008 (India)	85018
103.	Sagar Publications, 72, Janpath, New Delhi-110001	7082	121. Indian Book Gallery, 2691. Baradari, Ballimaran, Delhi-110006 (India)	85001	139. Natraj Publishers, 17, Rajpur Road, Dehradun-248001 Uttar Pradesh (India)	85019
104.	Samkaleen Prakashan, 2762, Rajguru Marg, Paharganj, New Delhi-110055	7083	122. Promila & Co. Publishers, Sonali, C-127, Sarvodaya Enclave, New Delhi-110017 (India)	85002	140. Paribus Publishers & Distributors, 14, Nizamuddin Market (West), New Delhi-110013 (India)	85020
105.	Chawkhamba Sanskrit Pratishthan, 38, U.A. Jawahar Nagar, Bungalow Road, Delhi-110007	7084	123. Itihas Vidya Prakashan, Aaramchine Gali, Dharam Colony, Nangloi, Delhi-110041 (India)	85003	141. Neeraj Publishing House, B-3, Ashok Vihar-II, Delhi-110052 (India)	85021
106.	South India Saiva Siddhanta Works Publishing Society' 91, East Car St. Tirunelveli-6	7085	124. Indian Bibliographies Bureau, 2153/2, Chah Indara, Fountain, Delhi-110006 (India)	85004	142. Pitman S.S. Publications, 51/3, D.B. Gupta Road, Karol Bagh, New Delhi-110005 (India)	85022
107.	Asian Trading Corporation, 150, Brigade Road, Bangalore-560025	7086	125. Agricole Publishing Academy, 208, Shopping Complex, Defence Colony Flyover, New Delhi-110024 (India)	85005	143. Sharda Prakashan, 33/1, Bhul Bhulian Road, Mehrauli, New Delhi-110030 (India)	85023
108.	Oxonian Press, N-56, Connaught Circus, New Delhi-110001	7087	126. Gaurav Publishing House, L-11, Green Park Extension, New Delhi-110016 (India)	85006	144. Uppal Publishers House, 3, Ansari Road, Darya Ganj, New Delhi-110002 (India)	85024
109.	Parimal Prakashan, Khadkeshwar, Aurangabad-431001	7088	127. D.K. Agencies, H-12, Bali Nagar, New Delhi-110015 (India)	85007	145. University Grants Commission, 35, Ferozeshah Road, New Delhi-110001 (India)	85025
110.	International Book Distributors, 9/3, Rajpur Road (1st Floor), Dehradun-248001	7089	128. Indian Council of Social Science Research 35, Feroz Shah Road, New Delhi-110001 (India)	85008	146. Marg Publications, Army & Navy Building, 3rd Floor, 148, Mahatma Gandhi Road, Bombay-400023 (India)	85026
111.	Tamil University Publication Department, East Main Street, Thanjavur-613002	7090	129. Print House (India), 5, Tej Bahadur Sapru Marg, Lucknow-226001 (U.P.) (India)	85009		

147. Universal Book Corporation,	85027	163. Ankur Publishing House,	8543	180. Gitanjali Publishing House,	85060
546, Jer Mahal, Dhobi Talao, P.B. No. 2540, Bombay-400002 (India)		Uphaar Cinema Building, Green Park Extension, New Delhi-110016 (India)		2/12, Vikram Vihar, Lajpat Nagar-IV, New Delhi-110034 (India)	
148. India Book House Pvt. Ltd.,	85028	164. UDH Publishers & Distributors,	85044	181. Amar Prakashan	85061
Mahalaxmi Chamber, 5th Floor, 22, Bhulabhai Desai Marg, Bombay-400026 (India)		4078, 1st Floor, Nai Sarak, Delhi-110006 (India)		A 1/139-B, Lawrence Road, Delhi-110035 (India)	
149. The Law Book Co. Pvt. Ltd.,	85029	165. Disha Prakashan,	85045	182. I.C.R.I.E.R.	85062
Sardar Patel Marg, P.B. No. 1-004, Allahabad-211001 (U.P.) (India)		138/16, Tri Nagar, Delhi-110035 (India)		40, Lodi Road, New Delhi-110003 (India)	
150. Yatan Publications,	85030	166. Scientific Publishers,	85046	183. Islamic Centre,	85063
208, Defence Colony Flyover, New Delhi-110024 (India)		Maan Bhawan, Ratanada Road, Jodhpur-342001 (India)		C-29, Nizamuddin West, New Delhi-110013 (India)	
151. Agro Botanical Publishers (India)	85031	167. Reliance Publishing House,	85047	184. Amity Publications,	85064
Old Ginnani, Bikaner-334001 (India)		3026/7-H, Ranjit Nagar, New Delhi-110008 (India)		Vyapar Vikas Kendra, Shanti Sadan Estate, Mirzapur Road, Ahmedabad (India)	
152. Y.R. Publications,	85032	168. Malhotra Publishing House,	85048	185. Delhi Prakashan,	85065
7694, G.T. Road, Delhi-110007 (India)		A-38/3, Phase-I, Mayapuri Industrial Area, New Delhi-110064 (India)		889/58, Tri Nagar, Delhi-110035 (India)	
153. Gangana Jha Kendriya	85033	169. Y.S. Shastray,	85049	186. Caxton Publications,	85066
Sanskrit Vidyapeetha, Motilal Nehru Park, (Company Bagh) Allahabad-211002, U.P. (India)		Horoscope Bank, D.No. 7-4-9, Ratna Rao Peta, Kakinada, East Godavari Distt., Andhra Pradesh (India)		B 3/53, Ashok Vihar Phase-II, Delhi-110052 (India)	
154. Jugal Kishore & Co.,	85034	170. Kadambari Prakashan,	85050	187. Sundeep Prakashan,	85067
23-C, Rajpur Road, Dehra Dun-248001, U.P.		A-5511, Sudarshan Park, New Delhi-110015 (India)		C-2/9, Community centre, Ashok Vihar Phase-II, Delhi-110052 (India)	
155. Indian Society of Developmental Biologists, Department of Zoology, University of Poona, Poona-411007 (India)	85035	171. Anshu Prakashan,	85051	188. International Commission on Irrigation & Drainage,	85068
156. Unique Publications,	85036	152/3, Jacob Pura, Gurgaon-122001 (Haryana) (India)		48, Nyaya Marg, Chanakyapuri, New Delhi-110021 (India).	
3380, Baga Street, Hauz Quzi, Delhi-110006 (India)		172. Spick & Span Publishers,	85052	189. Aksar Publications,	85069
157. Madurai Kamraj University,	85037	1439/23, Hari Singh Nalwa Street, Karol Bagh, New Delhi-110005 (India)		B-250, Ashok Vihar, Phase-I, Delhi-110052 (India)	
Pakala Nagar, Madurai-625021 (India)		173. Yoga Institute,	85053	190. Y.K. Publications,	85070
158. Publication & Information Directorate, C.S.I.R.,	85038	Santa Cruz (East), Bombay-400055 (India)		8, Parashram Nagar, Shahganj, Agra-282010 (U.P.) (India)	
Hillside Road, New Delhi-110012 (India)		174. Manohar Publications,	85054	191. Calico Museum of Textiles,	85071
159. The Student Stores,	85039	1, Ansari Road, Darya Ganj, New Delhi-110002 (India)		Sarabhai Foundation, The Retreat, Shahibag, Ahmedabad-380004 (Gujarat) (India)	
Kashmere Gate, Post Box 1511, Delhi-110006 (India)		175. Sundeep Prakashan,	85055	192. Vohra Publishers &	85072
160. Bookwell Publications,	85040	C-2/9, Community Centre, Ashok Vihar Phase-II, Delhi-110052 (India)		Distributors,	
2/72, Nirankari Colony, Delhi-110009 (India)		176. International Publishers	85056	36, M.G. Marg, (Behind Plaza), Civil Lines, Allahabad-211001. (U.P.) (India)	
161. Kerala Forest Research Institute, Peechi-680653 Kerala (India)	85041	(India), 82, Saakshra Apartments, A-3, Paschim Vihar, New Delhi-110063		193. Sahitya Shodh Sansthan,	85073
162. National Information Centre for Drugs and Pharmaceuticals, Government of India, Central Drug Research Institute, Post-Box-173, Lucknow-226001 (India)	85042	177. Sangeet Karyalaya	85057	8A/141, WEA, Karol Bagh, New Delhi-110005 (India)	
		Music Publishers, Hathras-204104 (U.P.) (India)		194. Sahitya Niketan,	85074
		178. Verman & Company,	85058	37/50, Giles Bazar, Kanpur-208001 (U.P.) (India)	
		A-2, Double Storey; Motia Khan, New Delhi-110005 (India)		195. Prajna Prakashan,	85075
		179. Usha Publications,	85059	34, Kailash Mandir, Kanpur-208001 (U.P.) (India)	
		1, Ansari Road, Darya Ganj, New Delhi-110002 (India)		196. Chugh Publications, Publishers & Distributors, P.B. No. 101, 2, Strachey road, Civil Lines, Allahabad (U.P.) (India)	21

85060	197.	Eastern Book Corporation, 124, Chanderlok Enclave, Pitam Pura, Delhi-110034 (India)	85077	214.	Punthi Pustak, 136/4-B, Bidhan Sarani, 2nd Floor, Calcutta-700004 (India)	85094	230.	Tala Press Limited, 414, Veer Savakar Marg, Bombay-400025	85110
85061	198.	Janaki Prakashan, Publishers & Distributors, Ashok Raj Path, Chauhatta, Patna-800004 (India)	85078	215.	Affiliated East-West Press Pvt. Ltd., 104, Nirmal Tower, 26, Barakhamba Road, New Delhi-110001 (India)	85095	231.	Prathibha Books, 5/2525, Bank Road, Calicut-673001	85111
85062	199.	Spirit India Publishers, 1588/31, Naiwala Gali, Karol Bagh, New Delhi-110005 (India)	85079	216.	Lancer Press, Post Box No. 3802, New Delhi-110049 (India)	85096	232.	Information Industry Publications, B-23, Inderpuri, New Delhi-110012	85112
85063	200.	Dastance Ramachandra & Co. Publishers, Booksellers & Distributors, 830, Sadashiv Peth, Near Chitrashala, Pune-411030 (India)	85080	217.	Gyanodaya Prakashan, Bara Bazar, Mallital, Nainital-263001 (India)	85097	233.	Time Books International, K-27, Kailash Colony, New Delhi-110048	85113
85064	201.	Pinka Agencies, 2845/1, Sant Nagar, Delhi-110034 (India)	85081	218.	Theosophy Company (India) P. Ltd., Theosophy Hall, 40, New Marines Lines, Bombay-400020 (India)	85098	234.	Manasayam, 32, Netaji Subhas Marg, New Delhi-110002	85114
85065	202.	Third Eye Foundation of India, 33, New Colony, Kurushetra (India)	85082	219.	Medea Promoters & Publishers Pvt. Ltd., 20-G, Noshir Bharucha Marg., Bombay-400007 (India)	8509	235.	Darshan Peeth, 177, Tagore Town, Allahabad-211002	85115
85066	203.	Bhagirath Sewa Sansthan R-10/144, New Raj Nagar, Ghaziabad-201002 (India)	85083	220.	Vijayashree Enterprises, B-4/16, Hanuman Ghat, Varansai-221001 (India)	85100	236.	Fertilizer Development & Consultation Organisation, C-110, Greater Kailash-I), New Delhi-110048	85116
85067	204.	Dhoomketu Publications, 99-A, Jiwan Nagar, Sonepat-131001 (India)	85084	221.	Dadaguru Prakashan, F/118, L.I.G. Ravi Shankar Shukla Nagar, Indore-452008 (India)	86101	237.	Shree Hindi Sahitya Sansar, 1543, Nai Sarak, Delhi-110006	85117
85068	205.	Altamont Publications, II-E/23, Central Market, Lajpat Nagar-II, New Delhi-110024 (India)	85085	222.	Library of Tibetan Works & Archives, Gangchen Kyishong, Dharamsala-176215	85102	238.	Vidya Publishers Distributors, 44, UB Jawahar Nagar, Bungalow Road, Delhi-110008	85118
85069	206.	Academic Publishers, 5-A, Bhawani Dutta Lane, Post Box No. 12341, Calcutta-700073 (India)	85086	223.	Ram Nath Kaul Library of Philosophy Philosophy Department, University of Allahabad, Allahabad-211002 (India)	85103	239.	Northern Book Centre, 422/I, ansari Road, New Delhi.	85119
85070	207.	International Books & Gifts Centre, P.B. No. 7191, 921, Jatwara, Daryaganj, New Delhi-110002 (India)	85087	224.	Modern Publications, 1/35, Roop Nagar, Delhi-110007 (India)	85104	240.	Clarion Books, 36-C, Connaught Place, New Delhi-110001	85120
85071	208.	Lakeside Publishers, D-1/16, Hauz Khas, New Delhi-110016 (India)	85088	225.	Historical Research Documentation Programme, Post Box No. 319, 2-Gu/11, Jawahar Nagar, Jaipur-302004 (India)	85105	241.	National Institute of Science Technology & Development Studies, Hillside Road, New Delhi-110012	85121
85072	209.	Chatterjee Publishers, 49/A, Banerjee Para Road, Calcutta-700041 (India)	85089	226.	The Management Professionals Associations 15, Ramanathan Street, T. Nagar, Magreas-600017 (India)	85106	242.	Bharatiya Book Corporation, A.U.B. jawahar Nagar, Bungalow Road, Delhi-110007	85122
85073	210.	Dynanesh Prakashan, 6-Nav Nirman Layout, Pratap Nagar, Nagpur-440022 (India)	85090	227.	Kali for women, N 84, Panchshila Park, New Delhi-110017 (India)	85107	243.	Kalsuya, A-G/3, M.S. Flats, Peshwa road, New Delhi-110001	85123
85074	211.	Bahal Publishing Trust, 6-Canning Road, New Delhi-110001 (India)	85091	228.	Sakhi prakashan, Gota Wala Kothi, Sadabad Gate, Hathras-204101 (India)	85108	244.	Tagore Publishers, Pakhowal Road, Ludhiana-141002	85124
85075	212.	Tulsī Prakashan, C-2098, Ramsagar, Misra Nagar, Lucknow-220016 (India)	85092	229.	Naya Prakash, 206, Bidhan Sarani, Calcutta-700006 (India)	85109	245.	Kumar & Compnay, Ajmer Road, Jaipur-302001	85125
85076	213.	Usha Publishing House, Neem Street, Veer Mohalla, Jodhpur-342001 (India)	85093				246.	Anu Books, Shivaji Road, Meerut-250001	85126
							247.	Vagdevi prakashan, Chandan Sagar, Bikaner-334001	85127
							248.	Books N Books. C-403, Som Vihar, New Delhi-110022	85128

249. The Folklorists, B-41, Ganesh Marg, Jaipur, 302015.	85129	269. Amrita Prakashan, 6-Lav Kush Bungalows, Chembur, Bombay-400071	85149	289. Darbardambari Udyog, 16/3E Dixon Lane, Calcutta-700014	85169
250. Rachel Prakashan, Mannagar (East), Ahmedabad-8	85130	270. Anamika Prakashan, A-253, Parshant Vihar, Delhi-110042	85150	290. Crystal Ship Publishing, 104, Skylark, 60, Nehru Place, New Delhi-110019 (India)	900000
251. Indian Bibliographic Centre, 76, Chandrika Colony, Varanasi-221010	85131	271. Harnam Publishing House, A-23, Naraina Industrial Area, Phase II, New Delhi-110028	86151	291. Nirajna Publishers & Booksellers, 5/13, Roop Nagar, Delhi-110007 (India)	900001
252. Classic India Publications, Mori Gate, Delhi-110006	85132	272. Tarun Prakashan, H-218, Shastri Nagar, Meerut (UP)	85152	292. Rekha Prakashan, 16, Daryaganj, New Delhi-110002 (India)	900002
253. Eastern Book Linkers, Jawahar Nagar, Delhi-110007	85133	273. Surabhi Printers & Publishers, C-10, Tagore Garden, New Delhi-110027	85153	293. Rekha Prakashan, 16, Daryaganj, New Delhi-110002 (India)	900003
254. Pustakayan, Ansari Road, New Delhi-110002	86134	274. United Service Institution of India, Rajaji Marg, New Delhi-110001	85154	294. Indo-world Press Publications, 6-B, Mohan Mala, 622, Linking Road, Bombay-400052	900004
255. National Book Organisation, H-39, Green Park Extension, New Delhi-1100016	86135	275. Ford Foundation, 55, Lodi Estate, New Delhi-110003	85155	295. Unique Publishers, A-444, Shastri Nagar, Delhi-110052 (India)	900005
256. N.E. Publishers, 16, Matilal Mullick Lane, Calcutta-700035	85136	276. Raja Rammohun Roy National Educational Resources Centre	85156	296. Karmakar Enterprises, Nandadeep, 163-A, Nappu Road, Matunga, Bombay-400019 (India)	900006
257. Mira Aditi Centre, Aspiration Auroville, Kottakuppan-605104	85137	277. Capital Publishing House, 358, Katra Sheikh Ranjha, Hauz Qazi, Delhi-110006	85157	297. Dr P.J. Mehta (HUF), 64, Peddar Road, Hari Bhawan, Bombay-400026 (India)	900007
258. Neurological Society of India Mansarovar, Booty Road, Bariatu, Ranchi-834009	85138	278. Hari Behari Prakashan, 1203/81, Tri Nagar, Delhi-110035	85158	298. Ananda Niketan Trust, 68, Lulla Nagar, Pune-411040, Maharashtra, (India)	900008
259. Hindi Sahitya Niketan, 16, Sahitya Vihar, Bijnor-246701	85139	279. Swan Publishers, B/2059, West Patel Nagar, New Delhi-110008	85159	299. Automobile Association of Eastern India 13, Promothesh Baruna Sarai, Calcutta-700019 (India)	900009
260. King Publishing House, 12-b, Buria Market, Buria, Sambalpur-768017	85140	280. Print & Media Associates, Prachar-11, Community Centre, East of Kailash, New Delhi-110065	85160	300. Arora Publishers, P.B.No. 701, Sector 19-B, Chandigarh	900010
261. Adyar Library & Research Centre, Adyar, Madras-600020	85141	281. Living Bibles India	85161	301. Kala Prakashan, 47-A, B.I.A. Block, Janakpuri-110058	900011
262. Bharati Publications, 31-B, J.F. Ashok Vihar, Delhi-110052	85142	282. Orient Publishing House, Western Kutchery Road, Mecrul-250001	85162	302. Automobile Association of Upper India, 14 F, Connaught place, New Delhi-110001	900012
263. Indological Book House, 42-43, UB Jawahar Nagar, Delhi-110007	85143	283. Kalinga Publications, 10A, Pocket 1, Mayur Vihar, Delhi-250001	85163	303. Monalisa Publications, F-135, Madangir, New Delhi-110062	900013
264. A.D. Publications, 8/3, Roop Nagar, Delhi-110007	85144	284. S.B.A. Publications, 11, Meredith Street, Calcutta-700072	85164	304. Dr S.K. Kochhar, 1/A, Janta Hospital, Bolath, Distt. Kaputhala, Punjab 144622	900014
265. Database Publishing, B-5, Sagar Apartments, New Delhi-110001	85145	285. Western Ghat Publications, 27/3, IAT, Girinagar, Pune-411025	85165	305. Poet India Publications, 20, Alangudi Road, Pundukottai-622001.	900015
266. Janak Publishers, C-236, Vikas Puri, New Delhi-110018	85146	286. Big Database Publishing, 26-C, Connaught Place, New Delhi-110001	85166	306. Beauty Hormones India, B-16, Gyan Niketan, Kalkaji, New Delhi-110019.	900016
267. Geo-Environ Academic, A-42, Shastri Nagar, New Delhi-110018	85147	287. Himanshu Publications, 5K 51, Ram Singh Ki Badi, Sector 41, Udaipur-313001	85167		
268. Enkay Publishers, 3-4, Maicha Marg, New Delhi-110021	85148	288. Srimukha Publications, Guddiannaram, Hyderabad-500660	85168		



BOOK REVIEWS

The Wealth of India: A Dictionary of Indian Raw Materials and Industrial Products, Volume-2:B (Revised), Published by Publications & Information Directorate, Council of Scientific & Industrial Research, New Delhi, 1988, pp. XLII+350, Rs.220

The original encyclopaedia on Indian raw materials the Wealth of India, comprised 11 volumes and two supplements covering over 5000 plant species, 48 animals and animal products and 74 minerals. The first volume of the revised series released in 1985 could accommodate the vast information on raw materials covering the letter A only. This 513-page volume clearly brought out the phenomenal progress in scientific research and surveys on India's natural resources.

The present volume, the second in the revised series, covers entries under the alphabet B excluding Birds which is being brought out separately as a supplement to this volume. Besides the usual indexes, this volume has an additional classified use index to facilitate the users of the encyclopaedia.

Palm-Leaf Etchings of Orissa by Durga Prashad Patnaik, Abhinav Publications, New Delhi, 1989, pp. viii+144, Rs.325

This book is on the drawings in the palmleaf manuscripts of Orissa drawn by the scribes-artists who had no family background of art, no training from any teacher.

These drawings are not drawn by pen or pencil but etched by the help of an iron needle called stylo on dry palmleaves.

They are based on the text of the manuscripts and the artists have shown their individuality in their drawings. They are successful in expressing their feelings through a few lines which they have drawn spontaneously but precisely within a limited space of one to two inches which is the breadth of the palmleaf.

Tribal Linguistics in India: A Bibliographical Survey of International Resources, by L.S. Ramaiah and M. Kanakachary, T.R. Publications, Madras, 1990, pp. xxii+274, Rs.300

India has more than one thousand five hundred languages, both major and minor. All of them belong to the language families of Indo-Aryan, Dravidian, Austric and Mongoloid. These divergent language groups jointly created Indian civilisation and culture. There are tribals or Adivasis belonging to all the four language families.

Tribals constitute around eight per cent of the Indian population. They are unevenly distributed all over the country. However, they are largely concentrated in the North-Eastern, Central and South Western parts of India. Some of them like the Gonds, the Bhils, the Banjaras, the Mundas, the Santhals, the Kurukshas and the Kharias are spread across various states of India.

Tribal languages are mainly oral. There are about three hundred and forty tribal languages spoken by fifty-one million people as per the census. The written tradition of these languages is of most recent origin. After Independence, Government of

India gave priority to bring the tribals into the mainstream of national life. Their languages, customs and social life have been systematically studied by linguists, language planners, sociologists and administrators. Large literature on various aspects of the tribals in India has been produced and published.

This Bibliography is the first major attempt to list all the materials published in India and abroad on Indian tribal languages. It is hoped that this Bibliographical tool will be found useful by linguists, anthropologists, ethnographers, educationalists, and language planners who are interested in the role of languages in societies and states.

Operations Research for Engineers by S.K. Basu, D.K. Pal & H. Bagchi, Oxford & IBH Publishing Co. (P) Ltd., New Delhi, 1989, pp. viii+339, Rs.59

The present work is intended for those who desire to study the various techniques of operational research commonly used for managerial decision-making in widely varying areas of engineering manufacture. The contents of the book have been chosen based on the requirements of the students undergoing courses in engineering, at the undergraduate as well as postgraduate levels, as per current syllabus of various engineering colleges, institutes and universities. The book is also suitable for students appearing at various examinations of the Professional Institutions in the areas of production management, operations research, industrial engineering etc.

Rural Energy Crisis: A Diagnostic Analysis by Hemlata Rao, Ashish Publishing House, New Delhi, 1990, pp. 185, Rs.200

Energy crisis has multi-dimensions. While much publicised issue pertains to scarcity of commercial sources of energy like petroleum, electricity, coal and gas, an equally important but much neglected issue pertains to energy problems of the rural people. It has become very difficult for them to secure adequate energy supply at a cost which is affordable by them. Rural people especially women and children are subjected to drudgery of collecting fuel wood from far off places spending on an average 2 to 3 hours per day or even more. If there is such acute scarcity of energy on one side, there is huge wastage of available resources due to ignorance and inefficient methods of energy use.

In order to chide this enormous misuse of energy it is necessary to motivate the rural people to shift their choice for more fuel efficient heating and cooking device and to formulate a proper rural energy policy which gives full credit to the rural requirements. This necessitates an in-depth analysis of energy consumption pattern, its relationship with income level, development of the rural areas, family size, distribution of land holding, availability of alternative source of energy and opportunity cost of surplus labour and so on.

This study is an attempt to understand various issues pertaining to rural energy consumption pattern and to examine the problems and prospects of energy crisis.

Peasant Protests and Revolts in Malabar, Edited by K.N. Panikkar, People's Publishing House, New Delhi, 1990, pp. xxviii +571, Rs.160

This volume contains selection from the sources on peasant

uprisings in Malabar during the nineteenth and twentieth centuries. Collected from the holdings of various repositories in India and abroad it covers all important sources for the study of this subject: government documents, extracts from newspapers and journals, reports on native newspapers and legislative assembly debates.

To the ongoing controversy over the causes and character of these uprisings—whether they were agrarian or communal—the sources put together in this volume provide crucial insights. They are also useful for an analysis of several important dimensions of peasant revolts in colonial India: role of religious ideology, nature of leadership, methods of mobilisation and attitude of the state.

Excellence by John W. Gardner, Vakils, Feffer and Simons Ltd., Bombay, pp. 175

Newly revised, this immensely influential book deals with troublesome questions that worry every thinking American today. Can our society achieve and hold to standards that will enable us to survive in a toughly competitive world? The book goes to the heart of the matter: the strengths and failings of our educational system, our confusion over the idea of equality, the nature of leadership in a free society. It delineates attitudes that could destroy us and attitudes that could revive the national will.

John Gardner, whose activities have touched virtually every aspect of American life, asks: Is excellence possible in a democracy? Does our devotion to equality condemn us to a pervasive mediocrity? How equal can we be? How much talent can society absorb? Are we headed toward domination by an intellectual elite? and many other related questions. This is a book for anyone who is uneasy about the quality of our national life.

Teaching at a Distance by Inayat Khan, Amar Prakashan, Delhi, 1989, pp. ix+167, Rs.150

In India, though teaching at a distance started at the tertiary level in 1962, the faculty of distance teaching is still in its infancy. In spite of the claim and efforts of the distant educators, the system has not been able to shed off much of the apathy of the multitude of the votaries of formal education.

The present articles are put together with a fond hope of presenting some aspects of distance teaching in this country. These were presented by the authors in various seminars, conferences, workshops on distance education over a period of more than a decade in this country. It is hoped that these articles will prove useful to the students and researchers of distance education.

Making of a New India by Amar Singh Chakar, Amar Prakashan, Delhi, 1990, pp. ix+152, Rs.150

Making of a New India is a book based on the articles originally written in Hindi—and some of the authors important speeches given at various occasions such as World Religious Conference etc.

The book is a scholarly discussion of the possible solution to the political, social, economic problems and the problem of relationship with neighbouring countries.

The main theme of the book is to remind the people of India that they must follow the imperatives of their culture with the kind of moral security and passion which they are capable of displaying.

Red Star and The Lotus: The Political Dynamics of Indo-Soviet Relations by S.S. Rai, Konark Publishers (P) Ltd., Delhi, 1990, pp. xi+347, Rs.200

In this study the author has focussed attention on a number of

aspects of the complex relationship that has developed between India and the Soviet Union since the beginning of the final phase of the Indian nationalist struggle. The central theme of this work is that Indo-Soviet relations have contributed significantly to strengthening the Indian State, and in enhancing the control of its power by the ruling Indian national bourgeoisie.

Within this broad framework, the author seeks to trace the original Russian/Soviet and Indian perceptions of each other and to show how these underwent a significant change a decade after the October Revolution. Indo-Soviet perceptions went through several ups and downs despite Jawaharlal Nehru's efforts but it was not until after the death of Stalin that Indo-Soviet relations have really been on the upswing.

The author takes particular care to explain how Indo-Soviet relations have not grown in a vacuum.

Independent Namibia: Problems and Prospects, Edited by Vijay Gupta, Konark Publishers (P) Ltd., Delhi, 1990, pp. xii+204, Rs.150

Namibian independence is a major development in the third world. Besides South Africa, Namibia was the last bastion in Africa of the old colonial order. Namibia is emerging as a free nation in a new international political climate, influenced by worldwide realisation of the need for peace, negotiated settlement, reconciliation and growing mutual trust.

This study covers the historical, political, constitutional, economic, ethnic and social aspects of Namibia's long drawn-out struggle for freedom. It highlights the problems which independent Namibia is going to face and suggests solutions to some of them.

The role of major powers before and after independence is examined to show the deep involvement of countries like the USA, the USSR, the Federal Republic of Germany and others in Namibian politics. The part India has played in the past and will be playing in the future is also analysed in the historical context.

Perspectives on Environmental Psychology, Edited by S.N. Sinha, Pointer Publishers, Jaipur, 1990, pp. viii+154, Rs.150

Environmental problems are spreading like cancer all over the world and is threatening the existence of man on earth. Environmental disasters like earthquakes, cyclones, hurricanes, floods are on the increase. There are more incidence of skin cancer, blindness, and birth of handicapped children. There are more industrial accidents, crime and violence in the society than ever before.

Environmental Psychology attempts to study the impact of environmental changes on human behaviour and vice-versa. This knowledge could be useful in resolving the dangerous environmental crisis looming large on humanity and ensure a safe and peaceful environment for mankind in which dreaded incidents like Chernobyl and Bhopal is not repeated.

Nepal and the United Nations by Navin Mishra, Janaki Prakashan, Patna, 1990, pp. xii+176, Rs.175

This book deals with Nepal's participation in the world of the United Nations from 1955 to 1985. This analytical, chronological narrative is a record of the position taken by Nepal as a member of the United Nations with reference to its foreign policy priorities, of the country where these priorities themselves are shaped by the geological realities. Nepal as a Member has pursued its national interest at the UN more vigorously

than it has pursued other matters of international interest.

The author has selected an important and interesting subject for books and has presented a systematic and logical account of the world of Nepali delegation at the UN.

Luminous Eye by Ratna Ma Navaratnam, General Editor, Dr. N. Mahalingam, International Society for the Investigation of Ancient Civilization, Madras, 1989, pp. x+213, price not mentioned

The Sun is all light. Our ego-consciousness is darkness. When we see that light within us, before which the sun's light loses its illuminating power, by entering into a state of Samadhi, our consciousness attains immeasurable bliss in the presence of the splendour of the Hiranya Garba or the centre of his being. Such is the wisdom of the Seers on tasting the existential essence in form of "Cosmos".

The records of personal experience of our great Sages reveal the 'soul' of the religious impulse and contain the fundamental validity of direct knowledge. It is derived from the mysterious background of pure consciousness and it is in their experimental records that the essence of religious truth stands revealed. The objective world is not separated from the observer. All natural phenomena are understood in terms of human experience, while human experience is viewed as a natural phenomenon. Every natural happening is personified with a specific will of its own. The symbol of vision as the Third Eye and the thing symbolised as the Luminous Siva-Sakti are embedded in a dynamic relationship, where the symbol actually shared in the being of the thing symbolised.

The Door I Shut Behind Me: Selected Fiction, Poetry and Drama by Uma Parameswaran, Affiliated East-West Press (P) Ltd., Madras, 1990, pp. vii+143, Rs.40

An absorbing anthology which brings together three different forms of literature—a short story, a sequence of poems and a play. Interconnected through theme and recurring characters, they deal with the interaction of two different cultures and the way ancient traditions have adapted themselves in new and unfamiliar circumstances.

In these different pieces, Uma Parameswaran reveals a new world which has been imperceptibly created: an Indo-Canadian world which is a result of uprooting and resettlement, of the intermingling of personal and social histories. Her range of topics includes just about everything in the human experience—education, marriage, death, children, family and life itself.

With intelligence, humour and a wise tolerance of human foibles, she creates a vivid sense of life from the memories, dreams and the present reality of each character. The impact will leave no one untouched.

The City and The River by Arun Joshi, Vision Books, New Delhi, 1990, pp. 264, Rs.165

The Grand Master rules the city by the river and is determined to become its unchallenged king. His determination is reinforced by the existence of an old prophesy about which the palace astrologer has told him, a prophesy which speaks of the coming of a king.

The prophesy, however, is read quite differently by the astrologer's fellow-disciple, the Hermit of the Mountain. Nor is its meaning made much clearer by the cryptic remark of their common teacher who merely

says: "Cities, my children, even as men, make their own horoscopes."

The subsequent events are further complicated by the Grand Master's councillors, each of whom is bent upon furthering his own ambitions; by the defiance of men like Bhumiputra; and, most of all, by the rebellion of the boatmen who hold their allegiance only to the great river. And who, for their allegiance, are willing to die.

Narrated with humour and a gentle irony, *The City and the River* strikes an entirely different theme from Arun Joshi's earlier novels. At one level, it is a parable of the times; at another, it deals with how men, in essence entirely free to choose, create by their choice the circumstances in which they must live. *The City and the River* also explores the relevance of God to man's choices and whether all said and done, 'the world indeed belongs to God and to no one else'.

Political Efficacy in Urban India (A Sociological Exploration) by Dharam Vir, Classical Publishing Company, New Delhi, 1989, pp. xii +182, Rs.100

Indian people in general, and the vast majority of the toiling masses remained apolitical through the ages. But the success of the experiment of democracy in India presupposes a sufficient degree of politicisation of her people. Unfortunately, the prevailing political scenario presents a very dismal picture. The affluent few and powerful political bosses seem to exploit the system for their own benefit. The masses feel frustrated; the institutional structure faces collapse; so where lies the ray of hope? The present study aims to identify the extent of political efficacy among the lower sections of our society and highlights the determinants and consequences of political efficacy among them.

Finally, it postulates that if a planned effort is made for enhancing the political efficacy of our people, not only the existing differential would reduce but our democracy would also be consolidated.

Psychology: An Introduction to Human Behaviour by S.K. Mangal, Sterling Publishers (P) Ltd., New Delhi, 1990, pp. ix+221, Rs.175

Human behaviour is quite complex. Success in inter-personal relations depends on a proper understanding of it. The present book provides an introductory course for this purpose. It studies human behaviour in all its aspects: physiological, emotional, mental and social.

Designed to meet the requirements of the syllabus for Class XI of the Central Board of Secondary Education, the book will be found equally useful by students of Psychology of other boards of education and universities. For the general reader it should serve as a workable base for further study of the subject.

The subject matter has been presented in a simple, informative style so that the reader may be able to understand the essential terminology, facts, and concepts about human behaviour.

T.S. Eliot and Indian Philosophy by Amar Kumar Singh, Sterling Publishers (P) Ltd., New Delhi, 1990, pp. v+166, Rs.150

This is an in-depth study of the impact of major Indian traditions—Patanjali, Buddhist thought, Vedic-Upanishadic-Puranic ideas, the Bhagavad Gita—upon Eliot's thoughts, attitudes and aptitudes, style and imagery. It explores and establishes relationships between Eliot and the Indian heritage, not attempted earlier in such depth and detail. The Indian traditions not only

operate in Eliot's conscious reference to them but are also embodied in his attitudes, images and idioms.

The author's findings, his analyses of particular passages, his refusal to let the central theme of his work be ignored by slipping, even inadvertently, into digressions, his determination to ferret out all relevant materials—these and many more are the qualities that make the book an excellent piece of research, a mine of information, a work brimming over with originality.

Mind and Modes by Prem Kirpal, Pitambar Publishing Company, New Delhi, 1990, pp. 106, Rs.60

Mind and Modes partake of the prose of daily life expressed from its thoughts and activities. The author's belief that the poetic spirit can enter all consciousness and uplift prose to its own mood of ethereal heights.

While prose states, poetry celebrates. Lucidity and elegance of communication rise to same ardous of being and feeling in the quest of beauty enshrined in words.

The meaning of prose may become the message of poetry by injecting some heart and spirit into the mind and modes of daily life. The poems included in this book aim at such a transformation. He hopes the reader will enjoy the effort to project the pedestrian ways of mind and modes to the flight of poesy.

Poet, painter and humanist, Prem Kirpal has won universal acclaim in the fields of education and culture. His published works include nine books of poems, and he has also held several exhibitions of his paintings and drawings in national galleries. Flowing from the best of contemporary culture of East and West, his poetic works have received great appreciation in literary circles.

Arya: A Philosophical Review
Vol.1: August 1914-July 1915,
Edited by Sri Aurobindo Ghose
and Paul & Mirra Richard, Sri
Aurobindo Ashram, Pondicherry,
1990, pp. 768, price not mentioned.

The Philosophical Review *Arya* was started in August 1914 and after six and a half years it ended with the January 1921 issue. It was published under the joint editorship of Sri Aurobindo Ghose, Paul and Mirra Richard. A French edition was also issued but its publication ceased with the February 1915 issue after the first seven numbers appeared. Very few sets of this valued journal are available now and even these are crumbling and cannot be used for reference. They are being reprinted, photographically reproduced, in a limited edition for archival purposes.

It may be noted that most of the writings of Sri Aurobindo in the *Arya* were later revised by him and published in book form.

This is the first volume coming one year from August 1914 to July 1915.

Arjuna in the Mahabharata: Where Krishna Is, There is Victory by Ruth Cecily Katz, Motilal Banarsi Dass Publishers (P) Ltd., Delhi, 1990, pp. xxi+349, Rs.175

This book is a thorough study of the great Indian hero, the Achilles of India, Arjuna, as portrayed in the epic poem *Mahabharata*, including its world famous subsection, the *Bhagavad Gita*.

Ruth C.Katz's Arjuna in the *Mahabharata* is a work of unusual breadth and depth that will attract readers in religious studies, comparative literature, Sanskrit, Asian studies, and the humanities in general. A thorough analysis of the monumental text of the *Mahabharata* in its complex and many-layered contexts of classical

Indian culture, literature, religious doctrine and ritual, and historical development shows the epic figure of Arjuna to be a religious role model for Hinduism, on the one hand and perhaps the most fully realised example of the Indo-European/Semitic hero, on the other. The author has provided an illuminating discussion of the history of the text of the *Mahabharata*, showing its stages of composition and compilation, and an equally absorbing and carefully considered review of modern theories both of the complex text and its interpretation.

But with all of this books' valuable and accessible scholarly grounding, which specialists in comparative literature will find appealing, the author's fundamental contribution is a portrait of Arjuna that focuses finally on his profound spiritual meaning for Hindus, and by fortunate extension through works of interpretation such as this book, for any human being who ponders the great story of this complete person.

Directory of Trade Between India and the East European Countries
Edited by Ajeet Cour, India International Publications, New Delhi, 1990, pp. 442, Rs.450

This has been a period of revolutionary changes—both in India and in the East European countries. These changes have been of epoch proportions, the sort which nobody could ever dream of witnessing when the last edition of the Directory was sent to the press.

The enormous political changes and economic reforms in East Europe are bound to have an impact on India's trade with these countries. Economists, both in India and in the East European countries, are currently busy reviewing the changed scenario to evolve new strategies and modalities in our mutual trade.

The trade turnover with East

European countries during April-September 1989 (according to the latest released data by the DGCI&S) registered a growth of 28.6 per cent as compared to the corresponding period in 1988. In terms of value it means an upswing by Rs.69 crores which is on account of the enormous purchases of various consumer items by the Soviet Union.

Because of these gigantic changes in the East European countries, there is urgent need for identifying new areas of cooperation which include trade, economic cooperation, transfer of technology, cooperation in production and services, joint ventures, extending joint production cooperation to third countries, etcetera. While the opening up of their economies means much more vast and diverse possibilities of trade and economic cooperation with India, with both the public and private sectors, it also means that the Indian exporters—and those industrialists who are looking forward to joint production ventures with the East European Countries—will have to put in greater effort, and will have to evolve more forceful marketing strategies to take full advantage of these 'new dimensions' in Indo-East European trade and economic cooperation.

The publishers are confident that a very bright future awaits all the entrepreneurs and exporters who aspire to associate with the East European countries, for trade and for joint production programmes.

Since all the economic set-up in East European countries is undergoing changes at micro and macro levels, their Trading Organisations are also being restructured. The publisher is sure a clear picture will emerge by the year-end, and he will be able to give you—as usual—all the details about these organisations in the next edition of the directory.

Perspectives in Primate Biology (Vol.2), Editors P.K. Seth and Swadesh Seth, Today & Tomorrow's Printers and Publishers, New Delhi, 1990, pp. 208, illustrated, Rs.595, US\$69

The first volume of *Perspectives in Primate Biology* appeared in 1983. It was the first edited book devoted entirely to primate biology. *Perspectives in Primate Biology*, Volume 2, continues the process of heightening the awareness and sensitivity of those directly and indirectly involved in primate research to important issues and problems therein.

Perspectives in Primate Biology is a unique compilation of information which previously could only be found scattered through the broad range of diverse literature under thousands of different names. The compendium constitutes a massive achievement in the study of the primates in their entirety. It includes a whole range of fundamental, laboratory, field and applied works in primatology. The continuation of explosive developments in primatology are reflected in these volumes. This multi-authored work examines current research trends in a large number of primates inhabiting diverse habitats in captivity and or extinct.

Kenya Under Kenyatta by Veena Malhotra, Kalinga Publications, Delhi, 1990, pp. 105, Rs.100, US\$12

Jomo Kenyatta was the brightest star that shone on the political horizon of Kenya. He was the architect of modern Kenya. He was Kenya's saviour, its Machiavelli, Gandhi, Joan of Arc, rolled into one.

Kenyatta gave his country stability. Throughout the years since independence Kenyatta dominated the political scene. It was through

the concept of the Mzee the strong and wise leader that Kenya enjoyed the rare blessing of economic growth and political stability. Kenyatta's message of reconciliation to forgive and forgive, was perhaps his greatest contribution to history.

India's Contribution towards World Peace under Nehru by R.D. Sharma, Sehgal Publishers Service, New Delhi, 1990, pp. 166, Rs.175, US\$35

Jawaharlal Nehru was endowed with a charismatic personality and qualities that enabled him to stand out as an international leader of high calibre. In this book, the author has investigated the role of Jawaharlal Nehru in evolving India's independent and non-aligned foreign policy, during the period of his premiership of the largest democracy in the world. During this period the role which he played in the establishment of the movement of non-alignment, proves beyond any doubt his notable contribution towards international peace. Another purpose of this study is to divulge as to how far India, through her crucial role under the leadership of Nehru during this period contributed towards world peace. This is an in-depth study with an analytical approach and is made on the basis of original sources and other available material including Nehru's speeches and writings published from time to time and interviews of several persons who were either closely related to or connected with him.

Encyclopaedia of Indian Literature, Vol.III (K.T. Navalram), Chief Editor Amaresh Datta, 1989, pp. 1903-1924, Rs.400, US\$75, Sahitya Akademi, New Delhi.

This encyclopaedia has been designed to give a fairly clear and comprehensive idea about the

growth and development of Indian literature in 22 languages recognised by the Sahitya Akademi. The entries, arranged in alphabetical order, cover practically all the important aspects of Indian literature and its growth and development have been traced, down the ages, with general historical surveys of genres and movements and adequate notes on established authors born in or before 1947 and on significant books in each of these 22 and, if Pali, Prakrit, and Apabharamsha are taken separately, 25 languages.

This volume the 3rd of the proposed 5 to 6 volumes of Encyclopaedia of Indian literature concentrates on histories of different languages including Tibeto-Burman and Austro-Asian, and of literature in them. The usual fare of entries on significant authors and books is also provided in alphabetical order. These surveys mention, a good many of the authors and books on which separate entries also occur in the Encyclopaedia, leading to an impression of repetition; but in order to offer a clear perspective for an understanding of the growth and development of Indian literature, it was thought necessary to err by a reasonable excess, allowing the entries on books and authors to serve as illustrations of trends and turns in the process of development.

It has been noted by some reviewers that the general entries are not common to all languages. In fact, they cannot be. Some forms of literature are not as popular or important in some languages as they are in others.

All the editor has promised is that all important entries left out due to unavoidable reasons will be included in the last volume. Any general topics left out will also be included there.

Military Technology: In Hoysala Sculpture: Twelfth and Thirteenth

Century by Jean Deloche, Sitaram Bhartia Institute of Scientific Research, New Delhi, 1989, pp. 50+forty plates and numerous line drawings, price not mentioned.

This study on Military Technology in the Deccan in the twelfth and thirteenth century is entirely based on iconographic sources: the rows of friezes which embellish the base of the outer walls of the great Hoysaly temples—Beluru, Halebidu, Somanathapura etc.

All the documents are original and are published for the first time in English. Photographs are from the collection of the French Institute, Pondicherry and of the author. As can be seen from the line drawings and the plates, the book is a detailed study of the different arms used at the time of the Hoysalas; it also carefully examines the three branches of the armed forces: infantry, cavalry and elephantry, defining their technological level.

Particularly interesting are the documents which show the evolution of the horse-harness. They prove that the stirrup was commonly used in South India at the beginning of the twelfth century, though historians generally believe that it was introduced later.

Tales from Eastern India, retold by Vernon Thomas and South Indian Folk Tales retold by Rupa Gupta, Hemkunt Press, New Delhi, 1989, pp. 56+b/w colour pictures, pp.63,+b/w & colour pictures, Rs.35 each.

Hemkunt well-known publisher of children books, has done a commendable bringing out of a number of illustrated books for children. The illustrations are both in black and white and colour. The two volumes under review contain folk tales from South Indian states and from the states of Eastern India. In

the case of tales from Eastern India there is one outstanding folk tale from each state. The coverage is very comprehensive and there are outstanding folk tales from each of the 10 states covered. In the case of South India folk tales there are two folk tales each from Andhra Pradesh, Karnataka, Kerala and Tamil Nadu. The books are well produced the typography and illustration stand out.

Thumri Tradition and Trends:
Seminar papers, Edited by R.C. Mehta, Secretary, Indian Musicological Society, Baroda, 1990, pp. 83, Rs.100

The book is a selection of papers from the 3-day seminar on "The Traditions and Trends in Thumri Music". The seminar was comprehensive and included papers and demonstrations on several aspects of the theme. The seminar covered a wide range of topics—from antiquity and ethymology of Thumri to the influence of Thumri of music in the Indian films, also covering such aspects as folk elements in Thumri, sociology of Thumri and parallel styles in Karnatic music like Javali and Padam. A paper on Thumri by Bimal Roy, Pt. Bhatkhande's and also Dilip Kumar Roy's article on the future of Thumri representing views on the subjects a few decades back.

Thumri, has acquired much importance in the realm of musical performance for classes as well as for masses. Its re-appraisal was the theme of the seminar which has yielded some very noteworthy essays. It is hoped that the readers will welcome this publication.

Shock Waves From Abroad
(Reminiscences From a Malaysian in Paris) by Wan Hua Chapouthier, Quill Publishers, Kuala Lumpur, 1990, pp. 148, price not mentioned

"Shock Waves From Abroad" by Wan Hua Chapouthier, a Malaysian who married a

Frenchman and has been living in Paris for the last 20 years, records glimpses of her experiences in Paris and reminiscences of her schooldays in Ipoh. Wan Hua writes in a simple, conversational style and with plenty of humour and compassion injected. She is open and sincere. Her aim here is simply to get you to laugh along with her—at the expense of her family members and friends at times. She has the panache to reveal all her dark secrets about her uncomfortable early relationship with her in-laws, the bold advances of the Frenchmen and pathetic, abortive romances with shy Malaysians.

"Shock Waves is about culture shocks. It is also about nostalgia. The novel embraces the innocence and romance of youth, as

experienced by what Mrs. Chapouthier calls her "capricious self".

The author's tales of ex-boyfriends are, rather, some relationships that never hit it off or if two nearly did, she was "not fated for fulfilment".

The author also recaptures her life as a student abroad, her parent's protest and anxiety when she was getting hitched (finally) to an ang mor (red-haired one) and about motherhood. Among the famous faces she has captured on film are Princess Caroline of Monaco, Princess Soraya of Iran and Chanel's Karl Lagerfeld.

The early part of her life is, on most accounts, a normal one. Born Miss Goh Wan Hua in Bidor started life as a leader.

She quit teaching when she was awarded a French government scholarship to study French at Palais University in Strasbourg.

She then went to Paris and was at the Sorbonne for her bachelor's degree, in which she majored in English. She was later awarded her Masters' degree there.

Since 1975, she has been working as an interpreter at the Malaysian Permanent Delegation to Unesco in Paris, now headed by former DG of the Dewan Bahasa Dan Pustaka, Datuk Hassan Ahmad.

The first chapter, Ticket to Perception, relates the author's shock when a newly befriended student who escorts her home expects to hop in bed as well. This came as quite a shock to her!

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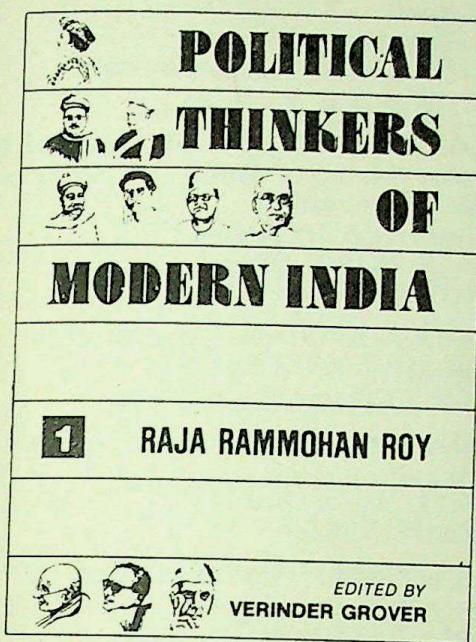
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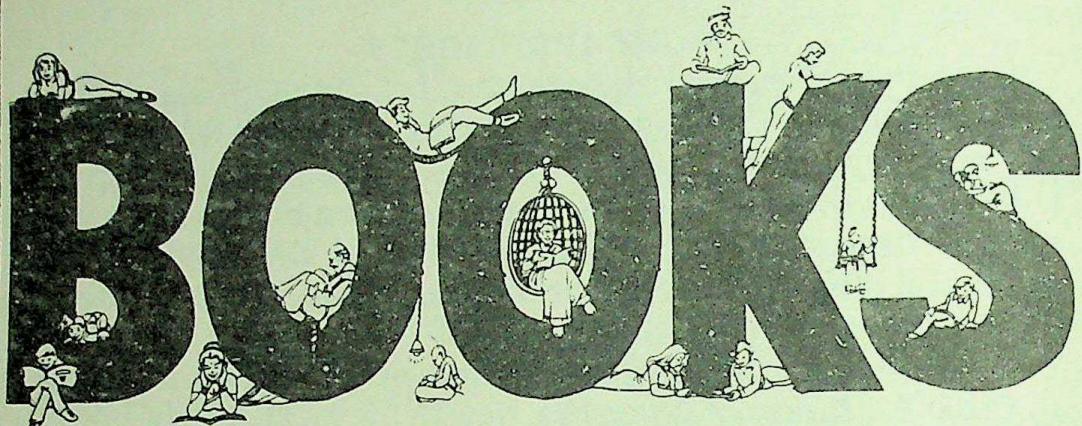
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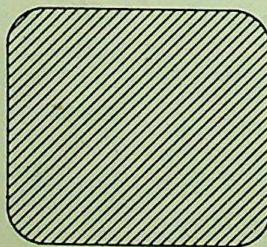
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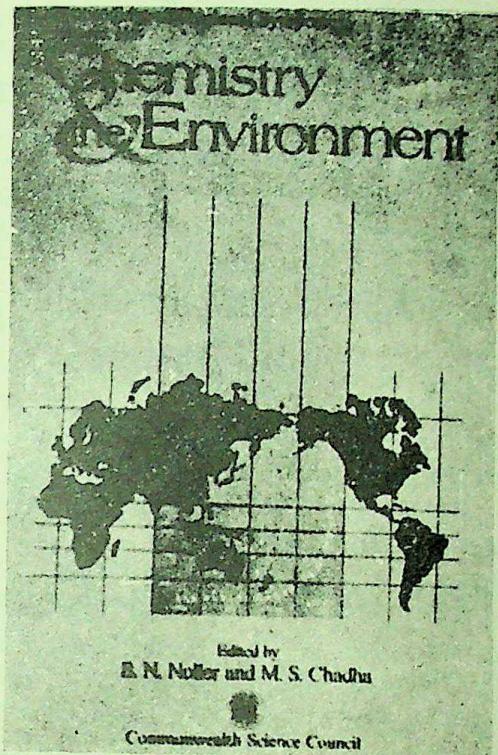
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C.D. Verma is a senior lecturer in English at Hans Raj College, Delhi University.

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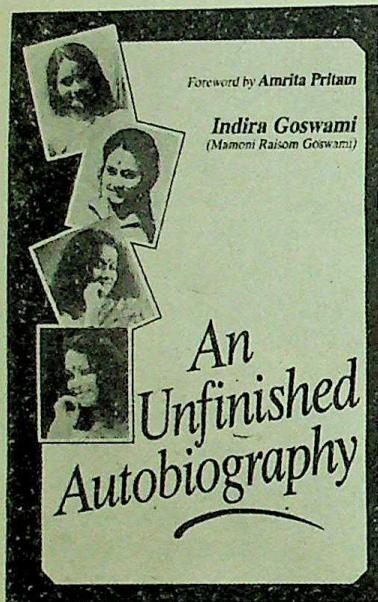
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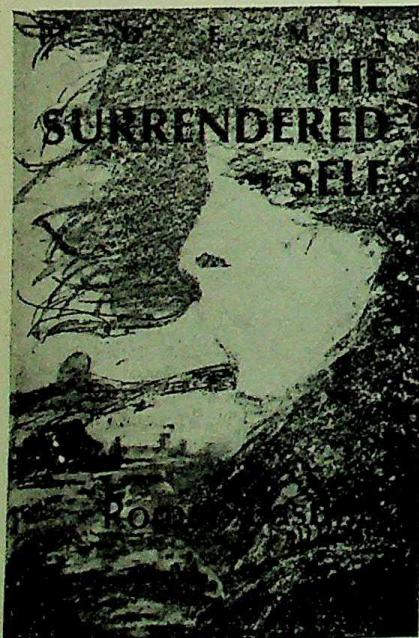
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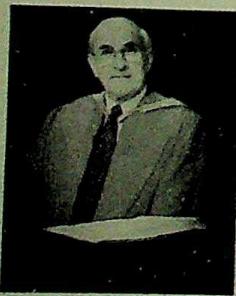
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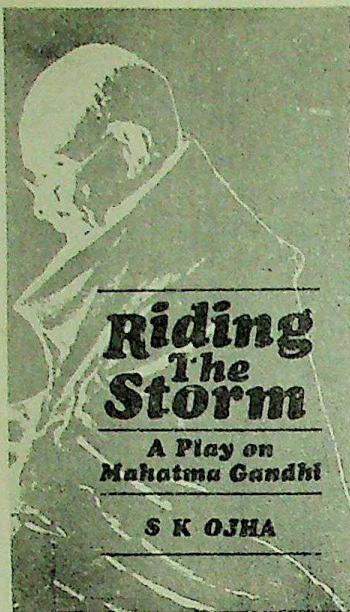
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S.W. Bakhlé is Lecturer in Philosophy, Nagpur University, Madhya Pradesh.

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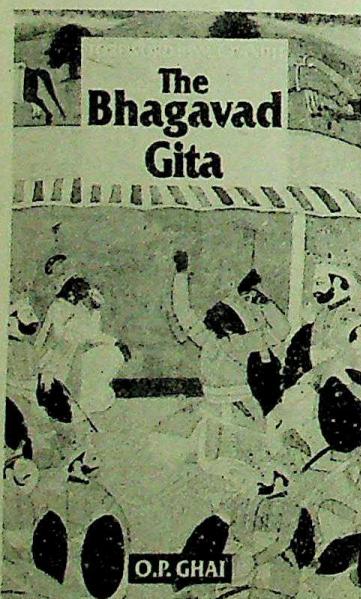
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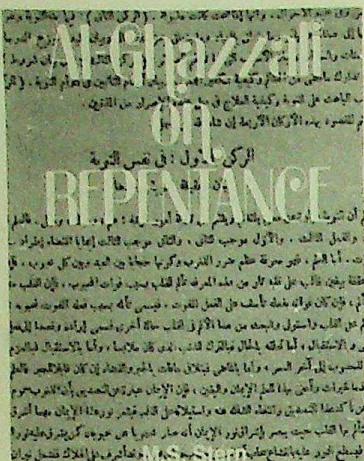
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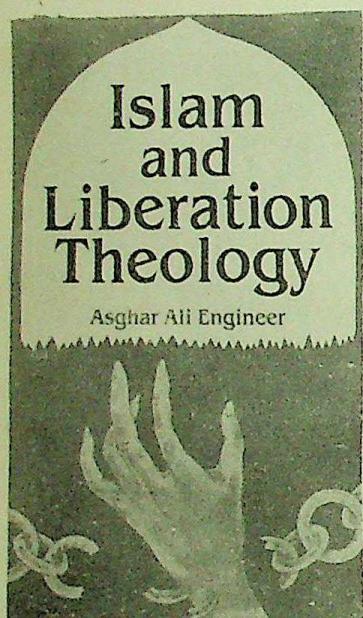
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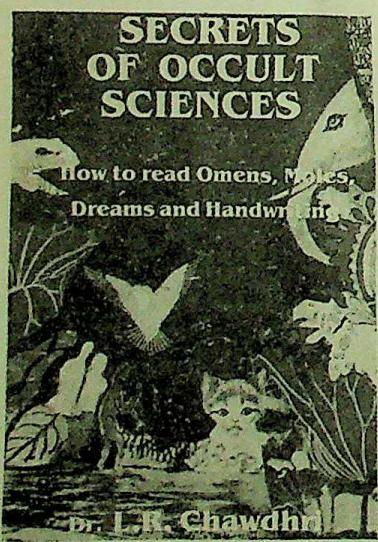
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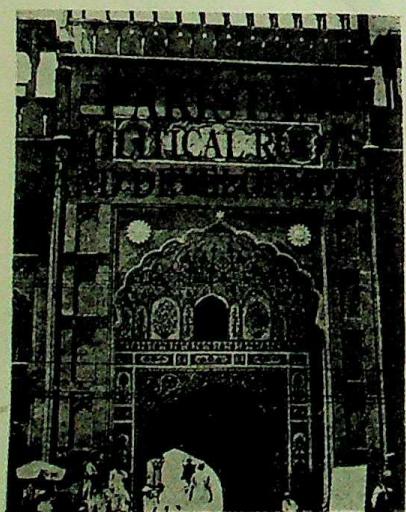
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Aruna Ludra is a well-known writer on gardening. She contributes articles and features to leading newspapers, including the Hindustan Times, New Delhi, and Times of India, Bombay. She is a lecturer in English Literature at Janaki Devi Mahavidyalaya, University of Delhi.

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